1985 ONTARIO EXIT SURVEY

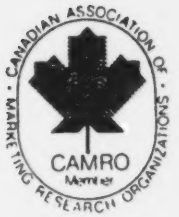
TRAVEL ASSOCIATION REGION 4: METROPOLITAN TORONTO

VOLUME V

Ontario

Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
January, 1987

87-02603/



This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

All research assignments executed by The Creative Research Group Limited are undertaken on the express and unconditional understanding that the services, data, and material deriving therefrom are for the client's sole and exclusive use and benefit. In the event that the client should desire to publish such data, material, or results, or to attribute same to The Creative Research Group Limited, it is understood and agreed that publication of such data, material, or results, and/or the utilization of the name of The Creative Research Group Limited can be made only with prior written approval of The Creative Research Group Limited.

TABLE OF CONTENTS

	Page
FOREWORD	1
HIGHLIGHTS	2
DETAILED FINDINGS	7
SECTION I: TRIP CHARACTERISTICS (ALL ORIGINS)	7
1. Origin of Same Day Visitors	7
2. Origin of Overnight Visitors	8
3. Length of Stay	9
4. Seasonality By Length of Stay	10
5. Purpose of Trip	11
6. Accommodation	12
7. Activities Participated in at Main Destination	13
8. Ontario Tourism Advertising	14
SECTION II: TRIP EXPENDITURES (ALL ORIGINS)	15
1. Expenditure By Origin Region	15
2. Average Expenditure By Origin and Destination Region	16
3. Itemized Expenditure	17
4. Average and Total Expenditure by Length of Stay	18
5. Average and Total Expenditure by Main Purpose of Trip	19
SECTION III: SOCIO-ECONOMIC CHARACTERISTICS (ALL ORIGINS)	20
1. Age and Income of Visitors	20
2. Occupation and Education of Visitors	21

TABLE OF CONTENTS (continued)

	Page
SECTION IV: TRIP CHARACTERISTICS (U.S. ORIGIN, HIGHWAY MODE).	22
1. Origin of Same Day Visitors	22
2. Origin of Overnight Visitors	23
3. Length of Stay	24
4. Seasonality By Length of Stay	25
5. Purpose of Trip	26
6. Accommodation	27
7. Activities Participated in at Main Destination	28
8. Ontario Tourism Advertising	29
SECTION V: TRIP EXPENDITURES (U.S. ORIGIN, HIGHWAY MODE)	30
1. Expenditure By Origin Region	30
2. Average Expenditure By Origin and Destination Region	31
3. Itemized Expenditure	32
4. Average and Total Expenditure by Length of Stay	33
5. Average and Total Expenditure by Main Purpose of Trip	34
SECTION VI: SOCIO-ECONOMIC CHARACTERISTICS (U.S. ORIGIN, HIGHWAY MODE)	35
1. Age and Income of Visitors	35
2. Occupation and Education of Visitors	36

TABLE OF CONTENTS (continued)

Page

SECTION VII: TRIP CHARACTERISTICS (U.S. ORIGIN, AIR MODE) ... 37
1. Origin of Same Day Visitors 37
2. Origin of Overnight Visitors 38
3. Length of Stay 39
4. Seasonality by Length of Stay 40
5. Purpose of Trip 41
6. Accommodation 42
7. Activities Participated in at Main Destination 43
8. Ontario Tourism Advertising 44

SECTION VIII: TRIP EXPENDITURES (U.S. ORIGIN, AIR MODE) 45
1. Expenditure By Origin Region 45
2. Average Expenditure By Origin and Destination Region 46
3. Itemized Expenditure 47
4. Average and Total Expenditure by Length of Stay 48
5. Average and Total Expenditure by Main Purpose of Trip ... 49

SECTION IX: SOCIO-ECONOMIC CHARACTERISTICS (U.S. ORIGIN, AIR MODE) 50
1. Age and Income of Visitors 50
2. Occupation and Education of Visitors 51

TABLE OF CONTENTS (continued)

Page

SECTION X: TRIP CHARACTERISTICS (CANADIAN ORIGIN) 52
1. Origin of Same Day Visitors 52
2. Origin of Overnight Visitors 53
3. Length of Stay 54
4. Seasonality By Length of Stay 55
5. Purpose of Trip 56
6. Accommodation 57
7. Activities Participated in at Main Destination 58
8. Ontario Tourism Advertising 59

SECTION XI: TRIP EXPENDITURES (CANADIAN ORIGIN) 60
1. Expenditure By Origin Region 60
2. Average Expenditure By Origin and Destination Region 61
3. Itemized Expenditure 62
4. Average and Total Expenditure by Length of Stay 63
5. Average and Total Expenditure by Main Purpose of Trip ... 64

SECTION XII: SOCIO-ECONOMIC CHARACTERISTICS (CANADIAN ORIGIN) 65
1. Age and Income of Visitors 65
2. Occupation and Education of Visitors 66

TABLE OF CONTENTS (continued)

Page

SECTION XIII: TRIP CHARACTERISTICS (OTHER COUNTRIES ORIGIN).. 67
2. Origin of Overnight Visitors 67
3. Length of Stay 68
4. Seasonality 69
5. Purpose of Trip 70
6. Accommodation 71
7. Activities Participated in at Main Destination 72

SECTION XIV: TRIP EXPENDITURES (OTHER COUNTRIES ORIGIN) 73
1. Expenditure By Origin Region 73
2. Average Expenditure By Origin and Destination Region 74
3. Itemized Expenditure 75
4. Average and Total Expenditure by Length of Stay 76
5. Average and Total Expenditure by Main Purpose of Trip ... 77

SECTION XV: SOCIO-ECONOMIC CHARACTERISTICS (OTHER COUNTRIES ORIGIN) 78
1. Age and Income of Visitors 78
2. Occupation and Education of Visitors 79

TABLE OF CONTENTS (continued)

APPENDICES

I. STUDY DESIGN SUMMARY

II. TABLES

Table I-A: Same Day and Overnight Travel By Destination Region

Table I-B: Seasonality of Travel in Ontario By Length of Stay

Table I-C: Total Expenditure in Ontario By Origin and Destination Region

Table I-D: Age and Income of Visitors to Ontario

Table I-E: Occupation and Education of Visitors to Ontario

III. DEFINITIONS

A. Measurement of Household Travel

B. Expenditure Types

C. Activity Categories

D. Accommodation Categories

IV. MAPS

V. TALLY SHEETS, SCREENERS, QUESTIONNAIRES

VI. CONFIDENCE INTERVALS

FOREWORD

FOREWORD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of non-residents of Ontario travelling within the province. Travel by residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and developmental programs for this Travel Association Region in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, mode of transportation, purpose of trip, accommodation used, activity participation, tourism advertising, expenditures and socio-economic characteristics.

This calendar year 1985 study, which was conducted by Traveldata International, involved about 10,590 interviews of non-Ontario residents as they exited the province by highway, air and train. Full details on survey methodology are contained in the Technical Appendix which is available under separate documentation.

For any further queries in regards to the methodology employed or to this publication, please contact:

Tourism Research Section
Ontario Ministry of Tourism and Recreation
77 Bloor Street West
TORONTO, Ontario
M7A 2R9

(Telephone: 416-965-5725)

NOTE: This report contains a separate analysis for the following mode/origin groupings:

- Total (All Origins, All Modes)
- U.S. Origin, Highway Mode;
- U.S. Origin, Air Mode; and
- Canadian Origin, All Modes.
- Other Countries Origin, All Modes.

HIGHLIGHTS

TAR 4: METROPOLITAN TORONTO

HIGHLIGHTS
TAR 4: METROPOLITAN TORONTO

Visitation/Trip Characteristics

A total of 3.514 million travellers visited Metropolitan Toronto during 1985, or about 14 percent of the total number of travellers to the province. Eighty-five percent of the travellers were overnight visitors, 15 percent day visitors. Fifty-five percent were United States residents (60% of day visitors from New York alone); 8 out of 10 travelled by highway, 2 out of 10 by air, and 1 in 100 by train. Thirty-eight percent were Canadian residents, and 7 percent were from other countries.

With 2.994 million overnight visitors, this region has a 33 percent share of overnight visitors to the province. Forty-one percent are Canadians, 8 percent are from other countries, and 50 percent are United States residents (three-quarters travelled by highway, one-quarter by air).

The 520,000 day visitors represent a 3 percent share of all day visitors to the province. Twenty percent are Canadian, 1 percent are other country visitors, and 79 percent are United States residents (9 out of 10 travelled by highway, 1 out of 10 by air).

Half of all visitors to Metropolitan Toronto came between July and September. April to June was the next most popular season, with 22 percent of the visitors.

Seasonality of travel varies by origin of travellers, length of stay, and mode of travel. Generally, visits by those who travel by air are spread more evenly over the seasons than those of highway travellers. Table 4 of the Trip Characteristic section for each origin group fully details the seasonality variations.

For 39 percent of visitors, the main purpose of the trip was recreation and pleasure. Thirty-two percent were visiting friends or relatives, and 17 percent were involved in other business.

The main purpose of the trip also varies greatly by origin, length of stay, and mode of travel. United States highway travellers were most likely to be travelling for recreation and pleasure (58%), while those of Canadian and other country origins were most likely to be visiting friends or relatives (40% and 45% respectively). Half of United States air travellers stated their main purpose as other business (not personal business), as did 27 percent of other country residents and 23 percent of Canadian residents.

While in Metropolitan Toronto, travellers participated in a wide range of activities. The standard general activities were: eating in a restaurant (70%), shopping (55%), sightseeing (54%), and visiting friends or relatives (40%). One-quarter (26%) went to attractions/zoos/amusement parks, 17 percent to historical sites, 14 percent to museums/galleries, and 14 percent to exhibitions/fairs/special events. Thirty-one percent had some sort of business, personal or otherwise, to attend to.

The 2.994 million visitors who stayed overnight spent a total of 13.465 million nights in the region, or an average of 4.50 nights. Those thirteen and a half million nights represent a huge 30 percent share of the

total nights spent in Ontario by travellers. Canadians contributed 45 percent of the nights spent in the region, United States highway travellers 23 percent, residents of other countries 20 percent, and United States air travellers 11 percent.

Of those 13.465 million nights, 56 percent were spent with friends or relatives, 32 percent in a hotel or motel, and 8 percent camping. Of course, accommodation used varies greatly by the origin of the traveller and their travel mode. In general, United States highway and air travellers relied mostly on hotels or motels (56% and 54% respectively), while Canadian and residents of other countries relied most heavily on friends or relatives (60% and 78% respectively).

Residents of other countries have a much greater average length of stay in the region (10.5 days) as opposed to other travellers to the region, who average between 3 to 5 days.

Clearly, although Canadian and residents of other countries contribute two-thirds of the nights in the region, it is the Americans who will be contributing a large portion of the accommodation dollars since they are less likely to stay with friends or relatives.

Furthermore, since 56 percent of the nights spent by overnight visitors were with friends or relatives, less than half of the nights were accompanied with an expenditure on accommodation.

Trip Expenditures

A total of $817.8 million (Canadian) was spent by travellers in the region, 37 percent of all the expenditures by travellers in Ontario. This is twice as much as was spent in any other TAR region.

Overnight visitors contributed 98 percent of the dollars spent in the region. United States residents account for 47 percent of the expenditures (25% from highway travellers and 22% from air travellers), Canadian residents 34 percent, and residents of other countries 18 percent.

United States residents had an average expenditure of $185.25 ($128.38 for highway travellers and $372.83 for air travellers), Canadians $174.42, and residents of other countries $475.16. The overall regional average was $203.74, the highest for any TAR region.

The average expenditure for day visitors was $37.82, and for overnight visitors was $229.98.

The travellers spent most of their money on accommodation (29%), food and beverage (24%), public transportation (13%), and other items (14%). The breakdown of expenditures varies by origin and travel mode. Residents of other countries and United States air travellers tend to spend a much higher proportion on public transportation (that is, an expenditure for air, train, bus, or ship travel on Canadian carriers). Also, they have a much higher proportion of prepaid expenditures (24% for United States air travellers, 34% for overseas residents).

Socio-Economic Characteristics

Of the visitors to the region, approximately 2 in 10 were under 19 years, and another 2 in 10 were over 55 years of age. Of the remaining 6 in 10 between 20 and 54 years of age, more of the day visitors are in the 20 to 34 year range, while more of the overnight visitors are in the 35 to 54 year range.

Same day visitors tended to be better educated, with 6 in 10 having completed university as opposed to 5 in 10 overnight visitors. Three in 10 overnight visitors had a high school education, whereas 2 in 10 day visitors did.

Thirty-four percent of overnight visitors were members of a household where the income was over $60,000 per year (Canadian). Sixteen percent were under $30,000, and 36 percent between $30,000 and $60,000. Fourteen percent would not state their income.

It is difficult to judge the income spread for day visitors since one-quarter would not state it.

Nearly half of the visitors to the region came from a household where the chief wage earner was a professional/executive/owner/manager. Two in 10 were skilled labourers, and 2 in 10 were involved in sales or clerical functions.

Summary

In terms of numbers of travellers, this region is more dependent on United States residents (54%) than Canadians (38%) or residents of other countries (7%). Eighty-five percent of the travellers were overnight visitors and they contributed 97 percent of the expenditures.

This region receives 13 percent of the total number of travellers to the province, but manages to pull in a very large 37 percent share of all the expenditures.

DETAILED FINDINGS

SECTION I
TRIP CHARACTERISTICS

TAR 4: METROPOLITAN TORONTO

Table 1: Origin of Same Day Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	413	79.4	13,119	81.8
Michigan	11	2.0	5,426	33.8
New York	311	59.9	5,606	34.9
Ohio	15	2.9	404	2.5
Pennsylvania	49	9.5	440	2.7
Illinois	-	-	160	1.0
Minnesota	-	-	75	0.5
Wisconsin	1	0.2	62	0.4
Indiana	-	-	94	0.6
Other USA	26	5.0	852	5.3
Canada	104	20.0	2,868	17.9
Maritimes	4	0.7	17	0.1
Québec	85	16.4	2,744	17.1
Manitoba	9	1.7	90	0.6
Saskatchewan	2	0.4	3	*
Alberta	2	0.4	10	0.1
British Columbia	2	0.4	4	*
Others	-	-	-	-
All Other Countries	2	0.4	57	0.4
United Kingdom	-	-	14	0.1
Total (Base) ('000):	520 Person Trips	100.0	16,042 Person Trips	100.0
Average Party Size Per Trip:	1.75		1.64	

(1) Based on Person Trips to the Region (where the Region is the Main Destination).

(2) Based on Person Trips to the Province.

* Less than .05 percent.

Table 2: Origin of Overnight Visitors

Origin	Destination: Region (1) #	Region (1) %	Province (2) #	Province (2) %
USA	1,501	50.1	5,313	58.6
Michigan	294	9.8	1,321	14.5
New York	374	12.5	1,074	11.8
Ohio	153	5.1	533	5.9
Pennsylvania	137	4.6	476	5.2
Illinois	76	2.5	243	2.7
Minnesota	16	0.5	214	2.4
Wisconsin	21	0.7	132	1.5
Indiana	17	0.6	114	1.3
Other USA	413	13.8	1,206	13.3
Canada	1,214	41.4	3,391	37.2
Maritimes	194	6.5	487	5.3
Québec	653	21.8	1,827	20.1
Manitoba	128	4.3	523	5.7
Saskatchewan	26	0.9	84	0.9
Alberta	113	3.8	223	2.5
British Columbia	109	3.6	217	2.4
Others	18	0.6	30	0.3
All Other Countries	251	8.4	398	4.4
United Kingdom	65	2.2	106	1.2
Total (Base) ('000):	2,994 Person Visits	100.0	9,100 Person Trips	100.0
Average Party Size Per Trip:	1.68			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

TAR 4: METROPOLITAN TORONTO

Table 3: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	520	14.8	16,042	63.8
Overnight visitors	2,994	85.2	9,100	36.2
Total (Base) ('000):	3,514	100.0	25,142	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 4: METROPOLITAN TORONTO

Table 4: Seasonality By Length of Stay[1]

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	48	9.2	490	16.4
Apr/May/June	125	24.0	590	19.7
July/Aug/Sept	272	52.3	1,447	48.3
Oct/Nov/Dec	75	14.4	469	15.7
Total (Base) ('000):	520 Person Trips	100.0	2,994 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

TAR 4: METROPOLITAN TORONTO

Table 5: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	1,063	31.8	5,089	20.2
Recreation/pleasure	1,290	38.6	12,534	49.8
Shopping	40	1.2	2,741	10.9
Personal business	182	5.4	1,673	6.7
Convention	151	4.5	340	1.3
Other business	582	17.4	1,643	6.5
No main purpose	33	1.0	1,135	4.5
		100.0		100.0
Other Purposes				
Visiting friends/relatives	199	5.9	695	2.8
Recreation/pleasure	353	10.6	1,804	7.2
Shopping	421	12.6	1,479	5.9
Personal business	79	2.4	341	1.4
Convention	20	0.6	60	0.2
Other business	110	3.3	1,029	4.1
No other purposes	2,274	68.1	20,079	79.8
Base: Person Trips ('000)	3,339	103.5	25,142	101.4

TAR 4: METROPOLITAN TORONTO

Table 6: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	7,535	56.0	19,842	44.9
Hotel/motor hotel	3,729	27.7	7,156	16.2
Motel	594	4.4	3,551	8.0
Resort lodge	24	0.2	1,196	2.7
Commercial cottage/cabin	6	*	1,147	2.6
Private cottage	174	1.3	4,599	10.4
Camping/trailer	1,048	7.8	5,009	11.3
Outfitter/outpost	-	-	231	0.5
Marina/unorganized anchorage	-	-	72	0.2
All other types	334	2.5	1,082	2.5
Total (Base): Person Nights ('000)	13,465	100.0	44,165	100.0
Average length of stay (nights) in accommodation	4.50 (1)		4.85 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

* Less than 0.05 percent.

Table 7: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	339	10.2	4,846	19.3
Sightseeing/touring	1,796	53.8	9,694	38.5
Shopping	1,829	54.8	10,103	40.2
Eating in a restaurant	2,322	69.5	12,722	50.6
Visiting friends/relatives	1,325	39.7	5,786	23.0
Specific Activities				
Went on a boat/rail tour	229	6.9	1,420	5.6
Went to historical sites	551	16.5	2,615	10.4
Went to sporting events	192	5.7	810	3.2
Went to museum/galleries	479	14.4	1,650	6.6
Went to exhibitions/fairs/special events	472	14.1	1,249	5.0
Went to attractions/zoos/amusement parks	856	25.6	2,484	9.9
Went to live theatre/dance/music concerts	280	8.4	675	2.7
Business				
Personal business	424	12.7	2,837	11.3
Business/conventions	624	18.7	1,423	5.7
Other				
Other activities	324	9.7	2,303	9.2
None of these/not stated	20	0.6	577	2.3
TOTAL (1)	12,062	361.3	61,194	243.5
Base: Person Trips ('000):	3,339		25,142	
Average number of activities per Person Trip:	3.61		2.43	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 4: METROPOLITAN TORONTO

Table 8: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	58.3	40.1
Yes	41.7	59.9
Where Advertising Seen	(100%)	(100%)
Brochure	11.3	10.7
Magazine Advertisement	28.6	22.4
Newspaper Advertisement	42.0	41.1
Newspaper Supplement	5.0	6.8
Radio	20.8	27.6
Television	71.1	78.4
Billboard	6.2	7.0
Travel Agency	11.4	7.4
Ontario Travel Centre	4.1	3.0
Other	5.8	5.0
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	16.3	13.2
Small degree	26.4	26.3
Not at all	56.7	60.2
Don't know/not stated	0.6	0.3
Influenced My Decision To Travel To Ontario To A:		
Large degree	15.3	11.9
Small degree	16.6	20.3
Not at all	67.4	67.5
Don't know/not stated	0.7	0.3
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	20.3	13.4
Small degree	16.8	19.5
Not at all	62.2	66.8
Don't know/not stated	0.6	0.3
Base ('000):	1,464	15,064

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION II
TRIP EXPENDITURES

TAR 4: METROPOLITAN TORONTO

Table 1: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
Total ('000)[2]	817,821	100.0	2,223,876	100.0
USA	386,799	47.4	1,302,604	58.5
Michigan	61,926	7.6	320,384	14.4
New York	82,861	10.1	300,753	13.5
Ohio	38,063	4.7	116,250	5.2
Pennsylvania	37,255	4.6	96,531	4.3
Illinois	13,007	1.6	57,969	2.6
Minnesota	6,437	0.8	37,106	1.7
Wisconsin	5,096	0.6	25,526	1.1
Indiana	5,661	0.7	28,775	1.3
Other USA	136,493	16.7	319,310	14.4
Canada	281,104	34.3	694,301	31.2
Maritimes	45,194	5.5	117,922	5.3
Québec	101,636	12.4	259,853	11.7
Manitoba	42,136	5.2	107,683	4.8
Saskatchewan	8,500	1.0	33,589	1.5
Alberta	48,997	6.0	97,292	4.4
British Columbia	32,184	3.9	66,348	3.0
Others	2,457	0.3	11,614	0.5
All Other Countries	149,918	18.3	226,982	10.2
United Kingdom	37,636	4.6	50,641	2.3

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 4: METROPOLITAN TORONTO

Table 2: Average Expenditure By Origin and Destination Region (Current$)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	
USA	$185.25	TAR 1:Southwestern Ontario	$37.32
Michigan	194.81	TAR 2:Niagara and Midwestern Ontario	38.58
New York	115.05	TAR 3:Grey-Bruce-Huronia-Muskoka	128.81
Ohio	203.86	TAR 4:Metropolitan Toronto	203.74
Pennsylvania	185.00	TAR 5:Central Ontario	94.46
		TAR 6:Eastern Ontario	51.30
Canada	$174.42	TAR 7-12:Northern Ontario	109.39
Maritimes	181.34		
Québec	126.88	TROR 1:Southwest Ontario	40.28
Manitoba	261.89	TROR 2:Central Ontario	101.13
Alberta	294.68	TROR 3:Eastern Ontario	55.35
British Columbia	196.69	TROR 4:Northeast Ontario	91.74
		TROR 5:Northwest Ontario	104.56
All Other Countries	$475.16		
Regional Average	$203.74		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 4: METROPOLITAN TORONTO

Table 3: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	817,821	100.0	2,223,876	100.0
Public transportation(1)	107,503	13.1	162,259	7.3
Automobile expenses	72,360	8.8	274,594	12.3
Local transportation	35,166	4.3	51,272	2.3
Accommodation	237,341	29.0	552,160	24.8
Food and beverage	195,665	23.9	582,938	26.2
Recreation	57,944	7.1	228,267	10.3
Other	111,842	13.7	372,387	16.7
Prepaid	115,771	14.2	196,200	8.8
Non-prepaid	702,051	85.8	2,027,680	91.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 4: METROPOLITAN TORONTO

Table 4: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip (1)		
Total	203.74	88.45
• Same day visitor	37.82	24.04
• Overnight visitor	229.98	201.98
Total Expenditures ('000)		
Total	817,821	2,223,876
• Same day visitors	20,690	385,710
• Overnight visitors	797,132	1,838,062

(1) Based on individual's spending in province.

TAR 4: METROPOLITAN TORONTO

Table 5: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	203.74	88.45
• Visiting friends/relatives	133.60	87.73
• Recreation/pleasure	157.73	75.23
• Shopping	270.74	35.96
• Personal business	298.11	91.76
• Convention	342.58	314.32
• Other business	349.44	267.12
• No main purpose	239.68	32.23
Total Expenditures ('000)		
Total	817,821	2,223,876
• Visiting friends/relatives	182,627	446,473
• Recreation/pleasure	221,800	942,987
• Shopping	10,925	98,573
• Personal business	68,338	153,516
• Convention	69,220	106,869
• Other business	254,766	438,883
• No main purpose	10,146	36,584

(1) Based on individual's spending in province.

SECTION III
SOCIO-ECONOMIC CHARACTERISTICS

TAR 4: METROPOLITAN TORONTO

Table 1: Age and Income of Visitors

	Region	
	Same Day	Overnight
	%	%
Age		
Under 15	14.6	10.3
15 - 19 years	2.5	6.1
20 - 24	5.5	6.1
25 - 34	30.0	18.8
35 - 44	17.3	22.5
45 - 54	11.2	13.8
55 - 64	7.9	15.5
65+	9.7	6.0
Not stated	1.1	0.9
Base ('000):	520 Person Trips	2,994 Person Visits
Household Income ($Cdn)		
Less than $12,000	4.2	3.1
$12,000 - $17,999	1.8	2.1
$18,000 - $23,999	5.4	3.7
$24,000 - $29,999	11.7	7.1
$30,000 - $39,999	6.2	9.8
$40,000 - $49,999	13.6	21.8
$50,000 - $59,999	2.8	4.6
$60,000+	28.6	34.3
Refused/not stated	25.6	13.5
Base ('000):	520 Person Trips	2,994 Person Visits

TAR 4: METROPOLITAN TORONTO

Table 2: Occupation and Education of Visitors

	Region	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	47.6	45.4
Skilled labour	20.8	21.2
Sales/clerical	22.3	24.3
Unskilled labour	3.8	3.8
Farmer	-	0.4
Retired/pensioned	-	1.4
Student/unemployed/homemaker	1.1	1.5
Not stated	4.4	1.9
Base ('000):	520 Person Trips	2,994 Person Visits
Education(1)		
Elementary	2.4	4.8
High school	23.9	31.1
Post high school (non-university)	12.6	15.2
University	60.8	47.1
Other	-	0.1
Not stated	0.3	1.6
Base ('000):	444 Person Trips	2,689 Person Visits

(1) Among those aged 15 and over.

SECTION IV
TRIP CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Origin of Same Day Visitors

Origin	Destination			
	Region (1)(2)		Province (3)	
	#	%	#	%
USA	386	100.0	13,073	100.0
Michigan	7	1.8	5,420	41.5
New York	303	78.4	5,594	42.8
Ohio	10	2.6	394	3.0
Pennsylvania	49	12.7	438	3.4
Illinois	-	-	160	1.2
Minnesota	-	-	75	0.6
Wisconsin	-	-	61	0.5
Indiana	-	-	94	0.7
Other USA	17	4.4	835	6.4
Total (Base) ('000):	386 Person Trips	100.0	13,073 Person Trips	100.0
Average Party Size Per Trip:	2.10		1.69	

(1) Caution: data on same day visitors based on small sample size.

(2) Based on Person Trips to the Region (where the Region is the Main Destination).

(3) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	1,120	100.0	4,773	100.0
Michigan	268	23.9	1,289	27.0
New York	320	28.6	997	20.9
Ohio	117	10.5	487	10.2
Pennsylvania	103	9.2	431	9.0
Illinois	58	5.2	220	4.6
Minnesota	9	0.8	203	4.3
Wisconsin	13	1.2	120	2.5
Indiana	12	1.1	107	2.2
Other USA	220	19.6	918	19.2
Total (Base) ('000):	1,120 Person Visits	100.0	4,773 Person Trips	100.0
Average Party Size Per Trip:	2.05			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	386	25.6	13,073	73.3
Overnight visitors	1,120	74.4	4,773	26.7
Total (Base) ('000):	1,506	100.0	17,846	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Seasonality By Length of Stay[1]

Season	Same Day(2)		Overnight	
	#	%	#	%
Jan/Feb/Mar	-	-	79	7.1
Apr/May/June	106	27.5	268	23.9
July/Aug/Sept	242	62.7	623	55.6
Oct/Nov/Dec	38	9.8	151	13.5
Total (Base) ('000):	386 Person Trips	100.0	1,120 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	393	26.5	2,588	14.5
Recreation/pleasure	864	58.3	10,877	60.9
Shopping	39	2.6	1,686	9.4
Personal business	82	5.5	1,090	6.1
Convention	28	1.9	129	0.7
Other business	58	3.9	608	3.4
No main purpose	17	1.1	878	4.9
		100.0		100.0
Other Purposes				
Visiting friends/relatives	92	6.2	336	1.9
Recreation/pleasure	111	7.5	963	5.4
Shopping	82	5.5	965	5.4
Personal business	30	2.0	183	1.0
Convention	9	0.6	41	0.2
Other business	56	3.8	820	4.6
No other purposes	1,114	75.3	14,675	82.2
Base: Person Trips ('000)	1,480	100.9	17,846	100.7

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 6A: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	1,221	38.7	3,866	23.6
Hotel/motor hotel	1,415	44.9	3,159	19.2
Motel	356	11.3	2,223	13.5
Resort lodge	18	0.6	1,042	6.3
Commercial cottage/cabin	2	0.1	775	4.7
Private cottage	-	-	2,916	17.8
Camping/trailer	105	3.3	2,028	12.4
Outfitter/outpost	-	-	220	1.3
Marina/unorganized anchorage	-	-	67	0.4
All other types	19	0.6	90	0.5
Total (Base): Person Nights ('000)	3,151	100.0	16,413	100.0
Average length of stay (nights) in accommodation	2.81 (1)		3.44 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 7A: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	161	10.9	3,414	19.1
Sightseeing/touring	989	66.8	7,467	41.8
Shopping	765	51.7	6,481	36.3
Eating in a restaurant	1,101	74.4	9,414	52.7
Visiting friends/relatives	469	31.7	2,743	15.4
Specific Activities				
Went on a boat/rail tour	108	7.3	978	5.5
Went to historical sites	299	20.2	1,674	9.4
Went to sporting events	83	5.6	461	2.6
Went to museum/galleries	274	18.5	1,054	5.9
Went to exhibitions/fairs/special events	186	12.6	713	4.0
Went to attractions/zoos/amusement parks	383	25.8	1,680	9.4
Went to live theatre/dance/music concerts	149	10.1	397	2.2
Business				
Personal business	124	8.4	1,669	9.3
Business/conventions	69	4.6	332	1.9
Other				
Other activities	148	10.0	1,588	8.9
None of these/not stated	5	0.3	328	1.8
TOTAL (1)	5,313	358.9	40,393	226.2
Base: Person Trips ('000):	1,480		17,846	
Average number of activities per Person Trip:	3.59		2.26	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 8A: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	50.6	32.5
Yes	49.4	67.5
Where Advertising Seen	(100%)	(100%)
Brochure	14.2	10.5
Magazine Advertisement	25.1	20.5
Newspaper Advertisement	51.1	43.9
Newspaper Supplement	3.5	7.5
Radio	25.4	28.5
Television	78.6	81.4
Billboard	3.5	6.3
Travel Agency	10.8	6.2
Ontario Travel Centre	3.6	2.9
Other	5.0	5.2
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	19.7	13.7
Small degree	31.8	25.4
Not at all	48.4	60.7
Don't know/not stated	0.1	0.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	21.3	13.0
Small degree	19.2	20.8
Not at all	59.4	66.0
Don't know/not stated	0.1	0.2
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	28.3	14.4
Small degree	19.5	19.1
Not at all	52.1	66.2
Don't know/not stated	0.1	0.2
Base ('000):	744	12,046

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION V
TRIP EXPENDITURES
U.S. ORIGIN, HIGHWAY MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
USA[2] ('000)	202,680	100.0	1,053,598	100.0
Michigan	55,280	27.3	310,322	29.5
New York	51,919	25.6	265,192	25.2
Ohio	22,329	11.0	92,408	8.8
Pennsylvania	25,462	12.6	82,310	7.8
Illinois	8,695	4.3	51,071	4.8
Minnesota	285	0.1	30,002	2.8
Wisconsin	1,500	0.7	20,071	1.9
Indiana	3,250	1.6	26,001	2.5
Other USA	33,959	16.8	176,219	16.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Average Expenditure By Origin and Destination Region (Current$)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	Average Expenditure Per Traveller Per Trip (2)
USA	$128.38	TAR 1:Southwestern Ontario	$33.35
Michigan	196.67	TAR 2:Niagara and Midwestern Ontario	29.22
New York	79.99	TAR 3:Grey-Bruce-Huronia-Muskoka	104.07
Ohio	169.56	TAR 4:Metropolitan Toronto	128.38
		TAR 5:Central Ontario	101.33
		TAR 6:Eastern Ontario	63.32
		TAR 7-12:Northern Ontario	116.76
		TROR 1:Southwest Ontario	34.25
		TROR 2:Central Ontario	51.53
		TROR 3:Eastern Ontario	70.50
		TROR 4:Northeast Ontario	85.74
		TROR 5:Northwest Ontario	156.01
Regional Average	$128.38		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 3A: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	202,680	100.0	1,053,598	100.0
Public transportation(1)	-	-	19,256	1.8
Automobile expenses	20,327	10.0	128,089	12.2
Local transportation	2,570	1.3	7,116	0.7
Accommodation	68,439	33.8	262,080	24.9
Food and beverage	59,429	29.3	311,826	29.6
Recreation	21,233	10.5	148,125	14.1
Other	30,682	15.1	177,100	16.8
Prepaid	10,178	5.0	50,406	4.8
Non-prepaid	192,502	95.0	1,003,192	95.2

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 4A: Average and Total Expenditure By Length of Stay (Current $)

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip (1)		
Total	128.38	59.04
• Same day visitor	30.13*	24.31
• Overnight visitor	160.49	154.12
Total Expenditures ('000)		
Total	202,680	1,053,598
• Same day visitors	11,633	317,862
• Overnight visitors	191,048	735,624

(1) Based on individual's spending in province.

* Data unreliable due to small sample size.

TAR 4: METROPOLITAN TORONTO

(U.S. ORIGIN, HIGHWAY MODE)

Table 5A: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	128.38	59.04
• Visiting friends/relatives	92.12	42.73
• Recreation/pleasure	140.74	66.37
• Shopping	269.93	43.06
• Personal business	53.23	32.76
• Convention	323.50	137.76
• Other business	94.58	114.83
• No main purpose	165.96	28.72
Total Expenditures ('000)		
Total	202,680	1,053,598
• Visiting friends/relatives	37,972	110,596
• Recreation/pleasure	130,938	721,883
• Shopping	10,514	72,601
• Personal business	4,522	35,707
• Convention	9,220	17,771
• Other business	5,640	69,819
• No main purpose	3,874	25,220

(1) Based on individual's spending in province.

SECTION VI
SOCIO-ECONOMIC CHARACTERISTICS
U.S. ORIGIN, HIGHWAY MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 1A: Age and Income of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Age		
Under 15	16.4	16.6
15 - 19 years	3.3	3.9
20 - 24	6.6	6.6
25 - 34	29.3	19.5
35 - 44	13.4	22.8
45 - 54	9.2	12.9
55 - 64	8.3	11.1
65+	12.2	6.5
Not stated	1.3	0.1
Base ('000):	386 Person Trips	1,120 Person Visits
Household Income ($Cdn)		
Less than $12,000	5.0	2.4
$12,000 - $17,999	2.4	0.1
$18,000 - $23,999	5.3	3.3
$24,000 - $29,999	8.8	7.8
$30,000 - $39,999	5.1	11.1
$40,000 - $49,999	15.8	19.8
$50,000 - $59,999	-	1.7
$60,000+	26.6	44.9
Refused/not stated	31.0	8.9
Base ('000):	386 Person Trips	1,120 Person Visits

(1) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Occupation and Education of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	41.4	42.3
Skilled labour	24.4	28.7
Sales/clerical	23.6	19.2
Unskilled labour	4.6	4.4
Farmer	-	0.3
Retired/pensioned	-	1.4
Student/unemployed/homemaker	1.3	2.3
Not stated	4.8	1.3
Base ('000):	386 Person Trips	1,120 Person Visits
Education(2)		
Elementary	2.0	1.8
High school	28.3	31.1
Post high school (non-university)	9.6	15.1
University	60.1	50.9
Other	-	0.2
Not stated	-	0.9
Base ('000):	323 Person Trips	935 Person Visits

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

SECTION VII
TRIP CHARACTERISTICS
U.S. ORIGIN, AIR MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 1B: Origin of Same Day Visitors[1]

Origin	Destination: Region (2) #	Region (2) %	Province (3) #	Province (3) %
USA	26	100.0	42	100.0
Michigan	4	13.5	6	13.2
New York	8	29.4	8	18.4
Ohio	5	18.5	10	23.9
Pennsylvania	-	-	1	3.0
Illinois	-	-	-	-
Minnesota	-	-	-	-
Wisconsin	1	4.2	1	2.6
Indiana	-	-	-	-
Other USA	9	34.4	16	38.8
Total (Base) ('000):	26 Person Trips	100.0	42 Person Trips	100.0
Average Party Size Per Trip:	1.04		1.05	

(1) Caution: data on same day visitors based on small sample size.

(2) Based on Person Trips to the Region (where the Region is the Main Destination).

(3) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 2B: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
USA	356	100.0	503	100.0
Michigan	16	4.5	21	4.2
New York	49	13.7	68	13.5
Ohio	36	10.0	46	9.1
Pennsylvania	33	9.2	44	8.7
Illinois	15	4.2	20	4.0
Minnesota	6	1.8	10	2.0
Wisconsin	7	2.1	10	2.0
Indiana	5	1.5	9	1.2
Other USA	189	53.0	279	55.3
Total (Base) ('000):	356 Person Visits	100.0	503 Person Trips	100.0
Average Party Size Per Trip:	1.17			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 3B: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	26	6.8	42	7.7
Overnight visitors	356	93.2	503	92.3
Total (Base) ('000):	382	100.0	545	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 4B: Seasonality By Length of Stay[1]

Season	Same Day(2)		Overnight	
	#	%	#	%
Jan/Feb/Mar	7	26.9	78	21.9
Apr/May/June	5	19.2	83	23.3
July/Aug/Sept	9	34.6	123	34.6
Oct/Nov/Dec	6	23.1	72	20.2
Total (Base) ('000):	26 Person Trips	100.0	356 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 5B: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	72	19.5	115	21.2
Recreation/pleasure	33	8.9	42	7.7
Shopping	**	0.1	**	0.1
Personal business	30	8.2	50	9.2
Convention	55	14.8	73	13.3
Other business	177	47.9	261	47.8
No main purpose	3	0.7	4	0.7
		100.0		100.0
Other Purposes				
Visiting friends/relatives	11	3.1	20	3.7
Recreation/pleasure	37	9.9	52	9.5
Shopping	18	4.8	26	4.8
Personal business	6	1.5	11	2.0
Convention	2	0.5	3	0.6
Other business	8	2.2	11	2.1
No other purposes	298	80.7	436	79.9
Base: Person Trips ('000)	370	102.7	545	102.6

** Less than 1,000 Person Trips.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 6B: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	589	39.2	977	41.6
Hotel/motor hotel	767	51.0	1,022	43.5
Motel	41	2.7	67	2.8
Resort lodge	3	0.2	52	2.2
Commercial cottage/cabin	-	-	22	0.9
Private cottage	12	0.8	32	1.4
Camping/trailer	-	-	4	0.2
Outfitter/outpost	-	-	12	0.5
Marina/unorganized anchorage	-	-	-	-
All other types	92	6.1	163	6.9
Total (Base): Person Nights ('000)	1,504	100.0	2,351	100.0
Average length of stay (nights) in accommodation	4.23 (1)		4.67 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 7B: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	32	8.6	55	10.1
Sightseeing/touring	114	30.9	172	31.6
Shopping	168	45.5	239	43.9
Eating in a restaurant	308	83.2	448	82.2
Visiting friends/relatives	102	27.6	168	30.7
Specific Activities				
Went on a boat/rail tour	21	5.7	31	5.6
Went to historical sites	45	12.2	72	13.2
Went to sporting events	18	4.9	25	4.5
Went to museum/galleries	40	10.9	61	11.3
Went to exhibitions/fairs/special events	23	6.2	27	4.9
Went to attractions/zoos/amusement parks	34	9.3	43	8.0
Went to live theatre/dance/music concerts	28	7.7	40	7.4
Business				
Personal business	52	14.1	79	14.5
Business/conventions	204	55.1	295	54.0
Other				
Other activities	33	8.9	58	10.7
None of these/not stated	4	1.0	4	0.7
TOTAL(1)	1,226	331.8	1,817	333.3
Base: Person Trips ('000):	370		545	
Average number of activities per Person Trip:	3.31		3.33	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 8B: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	50.0	53.4
Yes	50.0	46.6
Where Advertising Seen	(100%)	(100%)
Brochure	11.3	11.6
Magazine Advertisement	33.8	37.2
Newspaper Advertisement	35.5	33.7
Newspaper Supplement	5.1	5.3
Radio	11.4	10.2
Television	58.6	57.6
Billboard	4.4	4.1
Travel Agency	11.6	11.0
Ontario Travel Centre	1.2	1.1
Other	3.0	6.3
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	10.1	10.7
Small degree	16.4	19.2
Not at all	71.9	69.0
Don't know/not stated	1.5	1.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	6.3	7.0
Small degree	12.8	14.2
Not at all	79.4	77.7
Don't know/not stated	1.5	1.2
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	7.6	7.7
Small degree	13.1	14.2
Not at all	77.7	76.9
Don't know/not stated	1.5	1.2
Base ('000):	191	254

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION VIII

TRIP EXPENDITURES

U.S. ORIGIN, AIR MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 1B: Expenditure By Origin Region[1]

Origin	Destination: Region $	Region %	Province $	Province %
USA[2] ('000)	180,331	100.0	241,792	100.0
Michigan	4,903	2.7	6,914	2.9
New York	29,905	16.6	34,012	14.1
Ohio	15,734	8.7	23,841	9.9
Pennsylvania	11,608	6.4	14,009	5.8
Illinois	4,154	2.3	6,583	2.7
Minnesota	6,098	3.4	7,050	2.9
Wisconsin	3,596	2.0	5,002	2.1
Indiana	2,411	1.3	2,738	1.1
Other USA	101,922	56.5	141,642	58.6

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 2B: Average Expenditure By Origin and Destination Region (Current$)[1]

Average Expenditure Per Traveller Per Trip (2)			
Origin of Travellers to Region[3]		Destination Region	
USA	$372.83	TAR 1:Southwestern Ontario	$193.56
		TAR 2:Niagara and Midwestern Ontario	191.12
		TAR 3:Grey-Bruce-Huronia-Muskoka	150.27
		TAR 4:Metropolitan Toronto	372.83
		TAR 5:Central Ontario	175.43
		TAR 6:Eastern Ontario	428.21
		TAR 7-12:Northern Ontario	256.04
		TROR 1:Southwest Ontario	246.84
		TROR 2:Central Ontario	394.29
		TROR 3:Eastern Ontario	401.20
		TROR 4:Northeast Ontario	263.56
		TROR 5:Northwest Ontario	241.83
Regional Average	$372.83		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 38: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	180,331	100.0	241,792	100.0
Public transportation(1)	43,891	24.3	55,729	23.0
Automobile expenses	9,151	5.1	17,048	7.1
Local transportation	5,964	3.3	7,318	3.0
Accommodation	62,810	34.8	79,750	33.0
Food and beverage	38,984	21.6	51,934	21.5
Recreation	7,061	3.9	9,961	4.1
Other	12,469	6.9	20,050	8.3
Prepaid	44,064	24.4	58,038	24.0
Non-prepaid	136,268	75.6	183,753	76.0

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 4B: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip (1)		
Total	372.83	443.66
• Same day visitor	37.66*	65.36
• Overnight visitor	400.11	475.24
Total Expenditures ('000)		
Total	180,331	241,792
• Same day visitors	1,371	2,745
• Overnight visitors	178,961	239,047

(1) Based on individual's spending in province.

* Data unreliable due to small sample size.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 5B: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	372.83	443.66
• Visiting friends/relatives	294.64	366.55
• Recreation/pleasure	307.84	410.81
• Shopping	-	-
• Personal business	477.11	557.86
• Convention	562.37	586.23
• Other business	352.99	426.60
• No main purpose	17.90	18.25
Total Expenditures ('000)		
Total	180,331	241,792
• Visiting friends/relatives	29,645	42,153
• Recreation/pleasure	12,734	17,254
• Shopping	281	281
• Personal business	19,528	27,893
• Convention	35,395	42,795
• Other business	82,692	111,342
• No main purpose	57	73

(1) Based on individual's spending in province.

SECTION IX
SOCIO-ECONOMIC CHARACTERISTICS
U.S. ORIGIN, AIR MODE

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 1B: Age and Income of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Age		
Under 15	-	2.0
15 - 19 years	-	2.2
20 - 24	4.7	3.6
25 - 34	21.3	20.6
35 - 44	48.1	31.9
45 - 54	8.0	17.8
55 - 64	12.3	14.9
65+	5.7	6.5
Not stated	-	0.9
Base ('000):	26 Person Trips	356 Person Visits
Household Income ($Cdn)		
Less than $12,000	3.4	1.6
$12,000 - $17,999	-	0.2
$18,000 - $23,999	-	2.7
$24,000 - $29,999	6.4	5.4
$30,000 - $39,999	9.3	6.8
$40,000 - $49,999	7.6	8.5
$50,000 - $59,999	-	0.5
$60,000+	53.1	59.9
Refused/not stated	20.1	14.6
Base ('000):	26 Person Trips	356 Person Visits

(1) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(U.S. ORIGIN, AIR MODE)

Table 2B: Occupation and Education of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	47.7	53.2
Skilled labour	17.9	16.0
Sales/clerical	18.3	23.4
Unskilled labour	2.2	4.1
Farmer	-	0.3
Retired/pensioned	-	1.6
Student/unemployed/homemaker	1.6	-
Not stated	12.3	1.3
Base ('000):	26 Person Trips	356 Person Visits
Education(2)		
Elementary	1.8	1.1
High school	5.1	13.2
Post high school (non-university)	13.6	7.2
University	76.2	76.7
Other	-	0.4
Not stated	3.3	1.5
Base ('000):	26 Person Trips	350 Person Visits

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

SECTION X
TRIP CHARACTERISTICS
CANADIAN ORIGIN

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 1C: Origin of Same Day Visitors

Origin	Destination: Region (1) #	Region (1) %	Province (2) #	Province (2) %
Canada	104	100.0	2,867	100.0
Maritimes	4	3.5	17	0.6
Québec	85	82.0	2,744	95.7
Manitoba	9	8.4	90	3.1
Saskatchewan	2	2.0	3	0.1
Alberta	2	2.0	10	0.3
British Columbia	2	2.0	4	0.1
Others	-	-	-	-
Total (Base) ('000):	104 Person Trips	100.0	2,867 Person Trips	100.0
Average Party Size Per Trip:	1.20		1.46	

(1) Caution: data on same day visitors based on small sample size.

(2) Based on Person Trips to the Region (where the Region is the Main Destination).

(3) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 2C: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
Canada	1,242	100.0	3,389	100.0
Maritimes	194	15.6	487	14.4
Québec	653	52.5	1,827	53.9
Manitoba	128	10.3	523	15.4
Saskatchewan	26	2.1	84	2.5
Alberta	113	9.1	223	6.6
British Columbia	109	8.8	217	6.4
Others	18	1.4	30	0.9
Total (Base) ('000):	1,242 Person Visits	100.0	3,389 Person Trips	100.0
Average Party Size Per Trip:	1.67			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 3C: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	104	7.7	2,867	45.8
Overnight visitors	1,242	92.3	3,389	54.2
Total (Base) ('000):	1,346	100.0	6,256	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 4C: Seasonality By Length of Stay[1]

Season	Same Day(2)		Overnight	
	#	%	#	%
Jan/Feb/Mar	40	38.5	283	22.8
Apr/May/June	14	13.5	175	14.1
July/Aug/Sept	20	19.2	588	47.3
Oct/Nov/Dec	30	28.8	196	15.8
Total (Base) ('000):	104 Person Trips	100.0	1,242 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 5C: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	494	39.6	2,165	34.6
Recreation/pleasure	341	27.3	1,482	23.7
Shopping	**	*	1,054	16.8
Personal business	61	4.9	513	8.2
Convention	54	4.3	117	1.9
Other business	287	23.0	683	10.9
No main purpose	11	0.9	243	3.9
		100.0		100.0
Other Purposes				
Visiting friends/relatives	82	6.5	316	5.0
Recreation/pleasure	166	13.3	676	10.8
Shopping	294	23.6	453	7.2
Personal business	35	2.8	133	2.1
Convention	9	0.7	14	0.2
Other business	25	2.0	166	2.7
No other purposes	714	57.2	4,668	74.6
Base: Person Trips ('000)	1,248	106.1	6,256	102.6

* Less than 0.05 percent.

** Less than 1,000 Person Trips.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 6C: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	3,653	60.1	11,984	56.5
Hotel/motor hotel	1,077	17.7	2,359	11.1
Motel	134	2.2	1,015	4.8
Resort lodge	3	0.1	78	0.4
Commercial cottage/cabin	4	0.1	349	1.6
Private cottage	155	2.5	1,588	7.5
Camping/trailer	944	15.5	2,941	13.9
Outfitter/outpost	-	-	-	-
Marina/unorganized anchorage	-	-	5	*
All other types	105	1.7	651	3.1
Total (Base): Person Nights ('000)	6,080	100.0	21,206	100.0
Average length of stay (nights) in accommodation	4.89 (1)		6.26 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

* Less than 0.05 percent.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 7C: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	121	9.7	1,314	21.0
Sightseeing/touring	556	44.5	1,734	27.7
Shopping	734	58.8	3,060	48.9
Eating in a restaurant	722	57.9	2,495	39.9
Visiting friends/relatives	631	50.5	2,629	42.0
Specific Activities				
Went on a boat/rail tour	54	4.3	309	4.9
Went to historical sites	138	11.0	727	11.6
Went to sporting events	72	5.7	295	4.7
Went to museum/galleries	116	9.3	444	7.1
Went to exhibitions/fairs/special events	211	16.9	435	7.0
Went to attractions/zoos/amusement parks	377	30.2	637	10.2
Went to live theatre/dance/music concerts	74	6.0	194	3.1
Business				
Personal business	213	17.1	1,033	16.5
Business/conventions	286	22.9	703	11.2
Other				
Other activities	110	8.8	600	9.6
None of these/not stated	11	0.9	241	3.8
TOTAL (1)	4,426	354.5	16,850	269.2
Base: Person Trips ('000):	1,248		6,256	
Average number of activities per Person Trip:	3.55		2.69	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 8C: Ontario Tourism Advertising

	Destination	
	Region (1)	Province (2)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	69.1	58.3
Yes	30.9	41.7
Where Advertising Seen	(100%)	(100%)
Brochure	5.9	11.6
Magazine Advertisement	32.3	28.9
Newspaper Advertisement	33.5	30.3
Newspaper Supplement	7.7	3.6
Radio	20.9	26.1
Television	65.7	67.8
Billboard	13.3	11.0
Travel Agency	9.3	11.6
Ontario Travel Centre	5.7	4.0
Other	7.2	3.3
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	11.3	10.6
Small degree	21.2	31.3
Not at all	67.1	57.5
Don't know/not stated	0.3	0.6
Influenced My Decision To Travel To Ontario To A:		
Large degree	9.3	7.2
Small degree	11.9	18.7
Not at all	78.6	73.6
Don't know/not stated	0.2	0.4
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	12.8	9.1
Small degree	13.3	21.8
Not at all	73.8	68.5
Don't know/not stated	0.1	0.5
Base ('000):	416	2,606

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

SECTION XI

TRIP EXPENDITURES

CANADIAN ORIGIN

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 1C: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
Canada[2] ('000)	281,104	100.0	694,299	100.0
Maritimes	45,194	16.1	117,922	17.0
Québec	101,636	36.2	259,853	37.4
Manitoba	42,136	15.0	107,683	15.5
Saskatchewan	8,500	3.0	33,589	4.8
Alberta	48,997	17.4	97,292	14.0
British Columbia	32,184	11.4	66,348	9.6
Others	2,457	0.9	11,614	1.7

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 2C: Average Expenditure By Origin and Destination Region (Current$)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	Average Expenditure Per Traveller Per Trip (2)
Canada	$174.42	TAR 1:Southwestern Ontario	$121.50
Maritimes	181.34	TAR 2:Niagara and Midwestern Ontario	167.66
Québec	126.88	TAR 3:Grey-Bruce-Huronia-Muskoka	107.52
Manitoba	261.89	TAR 4:Metropolitan Toronto	174.42
Alberta	294.68	TAR 5:Central Ontario	85.41
British Columbia	196.69	TAR 6:Eastern Ontario	38.45
		TAR 7-12:Northern Ontario	93.82
		TROR 1:Southwest Ontario	132.14
		TROR 2:Central Ontario	187.74
		TROR 3:Eastern Ontario	41.05
		TROR 4:Northeast Ontario	106.40
		TROR 5:Northwest Ontario	62.19
Regional Average	$174.42		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 3C: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	281,104	100.0	694,299	100.0
Public transportation(1)	14,895	5.3	28,746	4.1
Automobile expenses	36,474	13.0	114,521	16.5
Local transportation	21,964	7.8	31,191	4.5
Accommodation	70,798	25.2	154,319	22.2
Food and beverage	69,955	24.9	174,116	25.1
Recreation	22,280	7.9	55,467	8.0
Other	44,737	15.9	135,939	19.6
Prepaid	9,136	3.3	24,487	3.5
Non-prepaid	271,968	96.7	669,812	96.5

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 4C: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip (1)		
Total	174.42	110.98
• Same day visitor	61.78*	19.76
• Overnight visitor	182.89	188.15
Total Expenditures ('000)		
Total	281,104	694,299
• Same day visitors	6,952	56,651
• Overnight visitors	274,152	637,649

(1) Based on individual's spending in province.

* Caution: data unreliable due to small sample size.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 5C: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	174.42	110.98
• Visiting friends/relatives	82.70	98.21
• Recreation/pleasure	163.52	105.11
• Shopping	-	24.38
• Personal business	377.62	150.03
• Convention	199.18	318.96
• Other business	305.72	266.07
• No main purpose	38.52	17.29
Total Expenditures ('000)		
Total	281,104	694,299
• Visiting friends/relatives	56,653	212,623
• Recreation/pleasure	59,754	155,775
• Shopping	130	25,691
• Personal business	33,427	76,967
• Convention	18,799	37,318
• Other business	111,857	181,726
• No main purpose	484	4,201

(1) Based on individual's spending in province.

SECTION XII

SOCIO-ECONOMIC CHARACTERISTICS

CANADIAN ORIGIN

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 1C: Age and Income of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Age		
Under 15	11.7	7.7
15 - 19 years	0.3	9.4
20 - 24	0.3	5.7
25 - 34	36.2	17.3
35 - 44	24.6	18.4
45 - 54	19.5	13.3
55 - 64	4.8	20.7
65+	1.9	5.7
Not stated	0.7	1.8
Base ('000):	104 Person Trips	1,242 Person Visits
Household Income ($Cdn)		
Less than $12,000	0.4	3.0
$12,000 - $17,999	0.2	4.2
$18,000 - $23,999	7.6	3.3
$24,000 - $29,999	24.4	7.2
$30,000 - $39,999	9.6	9.6
$40,000 - $49,999	7.2	31.2
$50,000 - $59,999	14.1	8.0
$60,000+	29.3	19.2
Refused/not stated	7.1	14.4
Base ('000):	104 Person Trips	1,242 Person Visits

(1) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(CANADIAN ORIGIN)

Table 2C: Occupation and Education of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	68.9	42.9
Skilled labour	8.8	17.2
Sales/clerical	19.0	32.1
Unskilled labour	1.5	3.0
Farmer	-	0.5
Retired/pensioned	-	1.4
Student/unemployed/homemaker	0.4	1.0
Not stated	1.4	1.9
Base ('000):	104 Person Trips	1,242 Person Visits
Education (2)		
Elementary	3.9	8.3
High school	13.2	36.9
Post high school (non-university)	23.6	16.9
University	58.8	35.7
Other	-	-
Not stated	0.5	2.3
Base ('000):	91 Person Trips	1,146 Person Visits

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

SECTION XIII

TRIP CHARACTERISTICS

OTHER COUNTRIES ORIGIN

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 1D: Origin of Same Day Visitors[1]

Origin	Destination			
	Region (2)		Province (3)	
	#	%	#	%
All Other Countries	3	100.0	56	100.0
United Kingdom	-	-	14	25.1
Total (Base) ('000):	3 Person Trips	100.0	56 Person Trips	100.0
Average Party Size Per Trip:	1.50		1.70	

(1) Caution: data on same day visitors based on small sample size.

(2) Based on Person Trips to the Region (where the Region is the Main Destination).

(3) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 2D: Origin of Overnight Visitors

Origin	Destination			
	Region (1)		Province (2)	
	#	%	#	%
All Other Countries (Total)	251	100.0	398	100.0
United Kingdom	65	25.9	106	26.7
Total (Base) ('000):	251 Person Visits	100.0	398 Person Trips	100.0
Average Party Size Per Trip:	1.46			

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel region, Person Visits were counted only once if there were overnight stops in more than one place **within** the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 3D: Length of Stay

Length of Stay	Destination			
	Region(1)		Province(2)	
	#	%	#	%
Day visitors	3	1.2	56	12.3
Overnight visitors	251	98.8	398	87.7
Total (Base) ('000):	254	100.0	454	100.0

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 4D: Seasonality By Length of Stay[1]

Season	Same Day(2)		Overnight	
	#	%	#	%
Jan/Feb/Mar	-	-	45	17.9
Apr/May/June	1	33.3	60	23.9
July/Aug/Sept	1	33.3	105	41.8
Oct/Nov/Dec	1	33.3	41	16.3
Total (Base) ('000):	3 Person Trips	100.0	251 Person Visits	100.0

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 5D: Purpose of Trip

	Destination			
	Region		Province	
	#	%	#	%
Main Purpose				
Visiting friends/relatives	97	45.0	208	45.9
Recreation/pleasure	36	16.5	110	24.3
Shopping	-	-	-	-
Personal business	9	4.2	18	4.0
Convention	13	6.2	19	4.3
Other business	59	27.4	92	20.2
No main purpose	2	0.8	6	1.3
		100.0		100.0
Other Purposes				
Visiting friends/relatives	14	6.3	23	5.0
Recreation/pleasure	33	15.2	104	22.9
Shopping	18	8.4	23	5.2
Personal business	9	4.0	13	3.0
Convention	1	0.3	1	0.2
Other business	21	9.5	31	6.7
No other purposes	138	63.9	279	61.5
Base: Person Trips ('000)	216	107.6	454	104.5

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 6D: Accommodation

	Destination			
	Region		Province	
	#	%	#	%
Friends/relatives	2,046	77.5	2,961	73.5
Hotel/motor hotel	414	15.7	552	13.7
Motel	58	2.2	240	5.9
Resort lodge	-	-	22	0.6
Commercial cottage/cabin	-	-	2	0.1
Private cottage	7	0.3	37	0.9
Camping/trailer	-	-	37	0.9
Outfitter/outpost	-	-	-	-
Marina/unorganized anchorage	-	-	-	-
All other types	115	4.4	172	4.3
Total (Base): Person Nights ('000)	2,641	100.0	4,030	100.0
Average length of stay (nights) in accommodation	10.50 (1)		10.10 (2)	

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 7D: Activities Participated in at Main Destination

	Destination			
	Region		Province	
	#	%	#	%
General Activities				
Outdoor/sporting activities	21	9.7	55	12.2
Sightseeing/touring	117	54.3	296	65.2
Shopping	142	66.0	295	65.1
Eating in a restaurant	167	77.6	332	73.2
Visiting friends/relatives	116	53.8	233	51.3
Specific Activities				
Went on a boat/rail tour	39	17.9	92	20.4
Went to historical sites	62	28.8	132	29.2
Went to sporting events	17	7.8	24	5.4
Went to museum/galleries	44	20.5	82	18.0
Went to exhibitions/fairs/special events	42	19.5	62	13.7
Went to attractions/zoos/amusement parks	53	24.5	112	24.8
Went to live theatre/dance/music concerts	24	11.3	40	8.8
Business				
Personal business	34	15.6	52	11.5
Business/conventions	64	29.8	89	19.7
Other				
Other activities	32	14.9	53	11.7
None of these/not stated	**	0.2	1	0.3
TOTAL (1)	974	452.2	1,950	430.5
Base: Person Trips ('000):	216		454	
Average number of activities per Person Trip:	4.51		4.30	

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

** Less than 1,000 Person Trips.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 8D: Ontario Tourism Advertising[1]

	Destination	
	Region (2)	Province (3)
Recall Ontario Vacation Travel Advertising in Past Six Months	%	%
No	64.1	70.9
Yes	38.6	29.1
Where Advertising Seen	(100%)	(100%)
Brochure	10.8	9.6
Magazine Advertisement	27.1	25.7
Newspaper Advertisement	16.4	12.5
Newspaper Supplement	5.6	4.5
Radio	5.1	4.2
Television	64.4	58.2
Billboard	0.6	0.7
Travel Agency	24.0	26.3
Ontario Travel Centre	7.7	6.4
Other	10.5	12.4
Influence of Advertising		
Prompted Me To Find Out More About Ontario To A:		
Large degree	21.4	20.7
Small degree	25.2	21.5
Not at all	50.7	55.6
Don't know/not stated	2.6	2.2
Influenced My Decision To Travel To Ontario To A:		
Large degree	10.6	11.8
Small degree	22.7	17.2
Not at all	61.8	67.1
Don't know/not stated	4.8	3.9
Helped Me Decide Which Places or Attractions To Visit To A:		
Large Degree	13.8	14.2
Small degree	15.7	12.2
Not at all	65.7	69.7
Don't know/not stated	4.8	3.9
Base ('000): Person Trips (Same Day) and Person Visits (Overnight)	98	132

(1) Caution: data based on small sample size.

(2) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(3) Based on Person Trips to the Province by same day and overnight visitors.

SECTION XIV

TRIP EXPENDITURES

OTHER COUNTRIES ORIGIN

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 1D: Expenditure By Origin Region[1]

Origin	Destination			
	Region		Province	
	$	%	$	%
All Other Countries (Total)[2]('000)	149,917	100.0	226,982	100.0
United Kingdom	37,636	25.1	50,641	22.3

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 2D: Average Expenditure By Origin and Destination Region (Current $)[1]

Origin of Travellers to Region[3]	Average Expenditure Per Traveller Per Trip (2)	Destination Region	
Overseas	$475.16	TAR 1:Southwestern Ontario	$105.73
		TAR 2:Niagara and Midwestern Ontario	206.57
		TAR 3:Grey-Bruce-Huronia-Muskoka	835.56
		TAR 4:Metropolitan Toronto	475.16
		TAR 5:Central Ontario	90.81
		TAR 6:Eastern Ontario	120.49
		TAR 7-12:Northern Ontario	78.99
		TROR 1:Southwest Ontario	143.05
		TROR 2:Central Ontario	503.18
		TROR 3:Eastern Ontario	125.20
		TROR 4:Northeast Ontario	67.69
		TROR 5:Northwest Ontario	51.47
Regional Average	$475.16		

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 3D: Itemized Expenditure (Current $)

Item	Expenditures In: Region $	Region %	Province $	Province %
Total ('000)	149,917	100.0	226,982	100.0
Public transportation(1)	48,628	32.4	57,537	25.3
Automobile expenses	6,374	4.3	14,422	6.4
Local transportation	4,546	3.0	5,478	2.4
Accommodation	33,869	22.6	54,181	23.9
Food and beverage	25,912	17.3	42,798	18.9
Recreation	7,033	4.7	14,136	6.2
Other	23,554	15.7	38,430	16.9
Prepaid	51,278	34.2	61,378	27.0
Non-prepaid	98,640	65.8	165,604	73.0

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 4D: Average and Total Expenditure (Current $) By Length of Stay

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip (1)		
Total	475.16	499.96
• Same day visitor	66.05*	148.48
• Overnight visitor	490.05	549.41
Total Expenditures ('000)		
Total	149,917	226,982
• Same day visitors	732	8,315
• Overnight visitors	149,186	218,666

(1) Based on individual's spending in province.

* Caution: data unreliable due to small sample size.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 5D: Average and Total Expenditure (Current $) By Main Purpose of Trip

	Expenditures In:	
	Region	Province
	$	$
Average Expenditure Per Person Per Trip[1]		
Total	475.16	499.96
• Visiting friends/relatives	352.26	381.16
• Recreation/pleasure	292.66	394.70
• Shopping	-	-
• Personal business	849.86	704.72
• Convention	383.80	449.68
• Other business	782.64	826.05
• No main purpose	3,471.90	1,176.33
Total Expenditures ('000)		
Total	149,917	226,982
• Visiting friends/relatives	57,586	79,281
• Recreation/pleasure	15,627	43,417
• Shopping	-	-
• Personal business	10,832	12,685
• Convention	5,567	8,544
• Other business	54,577	75,997
• No main purpose	5,729	7,058

(1) Based on individual's spending in province.

SECTION XV
SOCIO-ECONOMIC CHARACTERISTICS
OTHER COUNTRIES ORIGIN

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 1D: Age and Income of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Age		
Under 15	27.4	4.8
15 - 19 years	-	5.7
20 - 24	10.6	8.7
25 - 34	-	21.6
35 - 44	-	28.2
45 - 54	27.4	14.9
55 - 64	34.6	11.0
65+	-	4.8
Not stated	-	0.3
Base ('000):	3 Person Trips	251 Person Visits
Household Income ($Cdn)		
Less than $12,000	-	7.7
$12,000 - $17,999	-	4.0
$18,000 - $23,999	-	9.0
$24,000 - $29,999	-	6.3
$30,000 - $39,999	-	8.6
$40,000 - $49,999	-	4.6
$50,000 - $59,999	-	6.5
$60,000+	54.8	25.7
Refused/not stated	45.2	27.6
Base ('000):	3 Person Trips	251 Person Visits

(1) Caution: data on same day visitors based on small sample size.

TAR 4: METROPOLITAN TORONTO
(OTHER COUNTRIES ORIGIN)

Table 2D: Occupation and Education of Visitors

	Region	
	Same Day (1)	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	89.4	59.9
Skilled labour	-	15.1
Sales/clerical	10.6	11.4
Unskilled labour	-	4.9
Farmer	-	0.4
Retired/pensioned	-	1.2
Student/unemployed/homemaker	-	2.2
Not stated	-	4.8
Base ('000):	3 Person Trips	251 Person Visits
Education(2)		
Elementary	-	6.1
High school	-	30.1
Post high school (non-university)	-	19.1
University	100.0	42.8
Other	-	0.1
Not stated	-	1.9
Base ('000):	2 Person Trips	239 Person Visits

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

APPENDIX I
STUDY DESIGN SUMMARY

STUDY DESIGN SUMMARY

1. Background

The 1985 Ontario Exit Survey was commissioned by the Province of Ontario to provide up-to-date information on non-resident visitors to the province.

The study complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario travel industry, in addition to general economic planning.

3. Design Summary

(a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

(b) Time Frame

The study was conducted for a full twelve months, from January 19th, 1985, through to February 25th, 1986.

Specific locations of interviews and dates are included in the Technical Report.

(c) Interviewing Procedure

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

(d) Sample Design

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;

- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) Interview Completions

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

Results

The findings of the study are presented in the following volumes:

A. Analysis:

Volume I	-- Ontario
Volume II	-- TAR 1: Southwestern Ontario
Volume III	-- TAR 2: Niagara and Midwestern Ontario
Volume IV	-- TAR 3: Grey Bruce-Huronia-Muskoka
Volume V	-- TAR 4: Metropolitan Toronto
Volume VI	-- TAR 5: Central Ontario
Volume VII	-- TAR 6: Eastern Ontario
Volume VIII	-- TAR 7-12: Northern Ontario
Volume IX	-- TROR 1: Southwestern Ontario
Volume X	-- TROR 2: Central Ontario

Volume XI -- TROR 3: Eastern Ontario
Volume XII -- TROR 4: Northeastern Ontario
Volume XIII -- TROR 5: Northwestern Ontario
Volume XIV -- Technical Report
Volume XV -- Detailed Tables

APPENDIX II
TABLES

TABLE I-A

Same Day and Overnight Travel By Destination Region

Destination	Same Day		Overnight		Total	
	#	%	#	%	#	%
TAR 1:Southwestern Ontario	5,389	33.6	1,296	11.8	6,685	24.7
2:Niagara/Midwestern Ontario	5,874	36.6	1,938	17.6	7,812	28.9
3:Grey-Bruce-Huronia-Muskoka	12	0.1	405	3.7	417	1.5
4:Metropolitan Toronto	520	3.2	2,994	27.2	3,514	13.0
5:Central Ontario	24	0.1	537	4.9	561	2.1
6:Eastern Ontario	3,442	21.5	1,992	18.1	5,434	20.1
7:Almaguin-Nippising	-	-	134	1.2	134	0.5
8:Rainbow Country	1	*	290	2.6	291	1.1
9:Algoma-Kinniwabi	537	3.3	372	3.4	909	3.4
10:Cochrane-Timiskaming	4	*	87	0.8	91	0.3
11:North of Superior	25	0.2	329	3.0	354	1.3
12:Northwestern Ontario	185	1.2	620	5.6	805	3.0
Total (Base) ('000):	16,042 Person Trips	100.0	10,994 Person Visits	100.0	27,036	100.0
7-12:Northern Ontario(1)	753	4.7	1,297	14.3	2,050	9.5
TRORI:Southern Ontario	5,412	33.7	1,537	14.8	6,949	26.3
2:Central Ontario	6,405	39.9	4,957	47.6	11,362	43.0
3:Eastern Ontario	3,443	21.5	2,260	21.7	5,703	21.6
4:Northeastern Ontario	542	3.4	766	7.4	1,308	4.9
5:Northwestern Ontario	211	1.3	896	8.6	1,107	4.2
Total (Base) ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0	26,458	100.0

* Less than .05 percent.

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

TABLE I-B

Seasonality of Travel In Ontario By Length of Stay

Season	Same Day		Overnight	
	#	%	#	%
Jan/Feb/Mar	2,738	17.1	1,162	11.2
Apr/May/June	4,088	25.5	2,328	22.4
July/Aug/Sept	6,182	38.5	5,324	51.1
Oct/Nov/Dec	3,035	18.9	1,603	15.4
Total (Base) Person Trips ('000):	16,042 Person Trips	100.0	10,416 Person Visits	100.0

TABLE I-C

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TAR 1 South-Western Ontario	TAR 2 Niagara/ Midwest Ontario	TAR 3 Grey-Bruce -Huronia -Muskoka	TAR 4 Metro Toronto	TAR 5 Central Ontario	TAR 6 Eastern Ontario	TAR 7-12 Northern Ontario
USA	267,165	271,192	24,087	386,799	25,477	141,685	183,955
Michigan	174,603	30,570	6,387	61,926	3,879	3,360	39,083
New York	24,120	111,532	6,244	82,861	5,007	63,706	6,851
Ohio	14,508	31,389	1,689	38,063	6,269	6,796	17,514
Pennsylvania	1,236	32,121	1,717	37,255	4,200	12,784	6,859
Illinois	9,457	8,683	1,016	13,007	303	2,500	22,738
Minnesota	908	518	57	6,437	-	356	28,827
Wisconsin	2,331	5,291	1,514	5,096	95	739	10,441
Indiana	3,311	5,797	187	5,661	410	1,275	12,053
Other USA	36,691	45,291	5,276	136,493	5,314	50,169	39,589
Canada	32,600	63,963	20,729	281,104	26,538	190,657	73,592
Maritimes	6,843	8,222	4,704	45,194	4,608	38,169	8,632
Québec	8,483	19,592	7,716	101,636	13,577	94,867	12,686
Manitoba	4,422	16,974	1,844	42,136	2,671	10,177	28,542
Saskatchewan	2,366	2,781	36	8,500	1,219	12,872	5,298
Alberta	7,420	6,048	2,070	48,997	2,560	18,787	10,856
British Columbia	3,066	9,522	4,359	32,184	1,776	9,972	5,186
Others	-	824	-	2,457	127	5,813	2,392
All Other Countries	3,938	30,835	10,702	149,918	4,138	22,327	3,113
United Kingdom	1,206	4,008	807	37,636	634	5,009	1,341
TOTAL	303,704	365,990	55,522	817,821	56,156	354,673	260,661
%	13.7	16.5	2.5	36.8	2.5	15.9	11.7

TABLE I-C (Continued)

Total Expenditure In Ontario By Origin and Destination Region (Current$)

Origin	Destination						
	TROR 1 South-west Ontario	TROR 2 Central Ontario	TROR 3 Eastern Ontario	TROR 4 North-west Ontario	TROR 5 North-east Ontario	TOTAL	PERCENT OF TOTAL
USA	280,867	678,528	160,299	93,613	87,057	1,302,604	58.6
Michigan	177,326	98,862	5,090	35,348	3,183	320,384	14.4
New York	25,002	201,494	67,266	6,278	283	300,753	13.5
Ohio	15,620	70,730	12,537	16,269	1,073	116,250	5.2
Pennsylvania	2,362	71,570	16,530	5,353	357	96,531	4.3
Illinois	10,226	21,983	2,756	6,226	16,512	57,969	2.6
Minnesota	1,366	6,554	356	908	27,919	37,106	1.7
Wisconsin	3,377	10,948	741	1,707	8,734	25,526	1.1
Indiana	3,718	11,601	1,604	8,417	3,355	28,775	1.3
Other USA	41,870	184,786	53,419	13,107	25,641	319,310	14.4
Canada	46,959	365,253	204,871	32,878	39,227	694,301	31.2
Maritimes	11,736	56,084	39,920	4,291	4,341	117,922	5.3
Québec	10,503	134,451	102,404	9,443	1,757	259,853	11.7
Manitoba	5,881	61,290	11,054	2,837	25,705	107,683	4.8
Saskatchewan	3,920	10,080	13,776	2,543	2,754	33,589	1.5
Alberta	7,954	57,171	20,757	6,902	3,954	97,292	4.4
British Columbia	6,940	42,921	11,019	4,470	716	66,348	3.0
Others	25	3,256	5,941	2,392	-	11,614	0.5
All Other Countries	7,281	191,061	23,883	1,104	1,642	226,982	10.2
United Kingdom	2,669	41,454	5,178	560	781	50,641	2.3
TOTAL	335,107	1,234,838	389,055	127,595	127,928	2,223,876	
%	15.1	55.5	17.5	5.7	5.8	100.0	100.0

TABLE I-D

Age and Income of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Age		
Under 15	13.8	13.4
15 - 19 years	4.9	4.8
20 - 24	8.6	6.7
25 - 34	22.1	17.6
35 - 44	17.2	19.8
45 - 54	12.4	14.1
55 - 64	11.2	14.2
65+	9.4	8.3
Not stated	0.5	1.0
Base ('000):	16,042 Person Trips	10,992 Person Visits
Household Income ($CDN)		
Less than $12,000	6.5	5.7
$12,000 - $17,999	1.9	2.6
$18,000 - $23,999	9.2	6.8
$24,000 - $29,999	10.5	8.1
$30,000 - $39,999	13.6	13.1
$40,000 - $49,999	18.3	17.8
$50,000 - $59,999	3.2	5.6
$60,000+	24.4	28.7
Refused/not stated	12.5	11.5
Base ('000):	16,042 Person Trips	10,992 Person Visits

TABLE I-E

Occupation and Education of Visitors To Ontario

	Province	
	Same Day	Overnight
	%	%
Occupation (Chief Wage Earner)		
Professional/executive/owner/manager	33.4	41.0
Skilled labour	29.2	26.8
Sales/clerical	19.4	19.0
Unskilled labour	8.0	5.3
Farmer	0.2	1.0
Retired/pensioned	0.9	2.3
Student/unemployed/homemaker	3.8	1.9
Not stated	5.2	2.7
Base ('000):	16,042 Person Trips	10,992 Person Visits
Education (1)		
Elementary	3.6	4.8
High school	40.2	35.3
Post high school (non-university)	16.4	18.3
University	38.9	40.0
Other	0.2	0.1
Not stated	0.7	1.3
Base ('000):	13,838 Person Trips	9,536 Person Visits

(1) Among those aged 15 and over.

APPENDIX III
DEFINITIONS

A. MEASUREMENT OF HOUSEHOLD TRAVEL

1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of **visitors** rather than **visits.**

2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. **Household Party**

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. **Household Trip**

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip. If they all belong to different households, it counts as four household trips.

5. **Person Trip**

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person trips.

6. **Person Night**

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person nights.

7. **Person Visit***

A person trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop in another area, there is a count of four person visits.

* During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

B. EXPENDITURE TYPES

1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recrea- tional vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. **Recreation**

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. **Local Transportation**

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. **Other**

Expenditure on all other items, such as clothing, art, appliances, furnishings, souvenirs and other miscellaneous purchases made during the trip.

SECTION C: ACTIVITY CATEGORIES

1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. **Went to a Restaurant to Eat**

7. **Went on Boat/Rail Tours**

8. **Went to Historical Sites**

Parliament buildings, forts, etc.

9. **Attended Sporting Events**

Golf tournament, professional ball game, etc.

10. **Attended Museums/Galleries**

11. **Attended Exhibitions/Fairs/Special Events**

Flower shows, carnivals, etc.

12. **Attended Attractions/Zoo/Amusement Parks**

CN Tower, Botanical Gardens, etc.

13. **Attended Live Theater/Dance/Music Concerts**

Does not include movies in this category.

14. Visited With Friends/Relatives

15. Other Activities

Any other activities were included here.

SECTION D: ACCOMMODATION CATEGORIES

1. Stay with Friends/Relatives

Staying overnight with friends or relatives either at their home or cottage.

2. Hotels/Motor Hotels

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. Motels

Commercial establishments where one enters one's room directly from outside the establishment.

4. Resort Lodges

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. Commercial Cottages/Cabins

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

6. Private Cottage (For Own Use), Camp, Chalet, Condominium

Owned, rented or borrowed for one's own use.

7. Camping/Trailer Parks

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

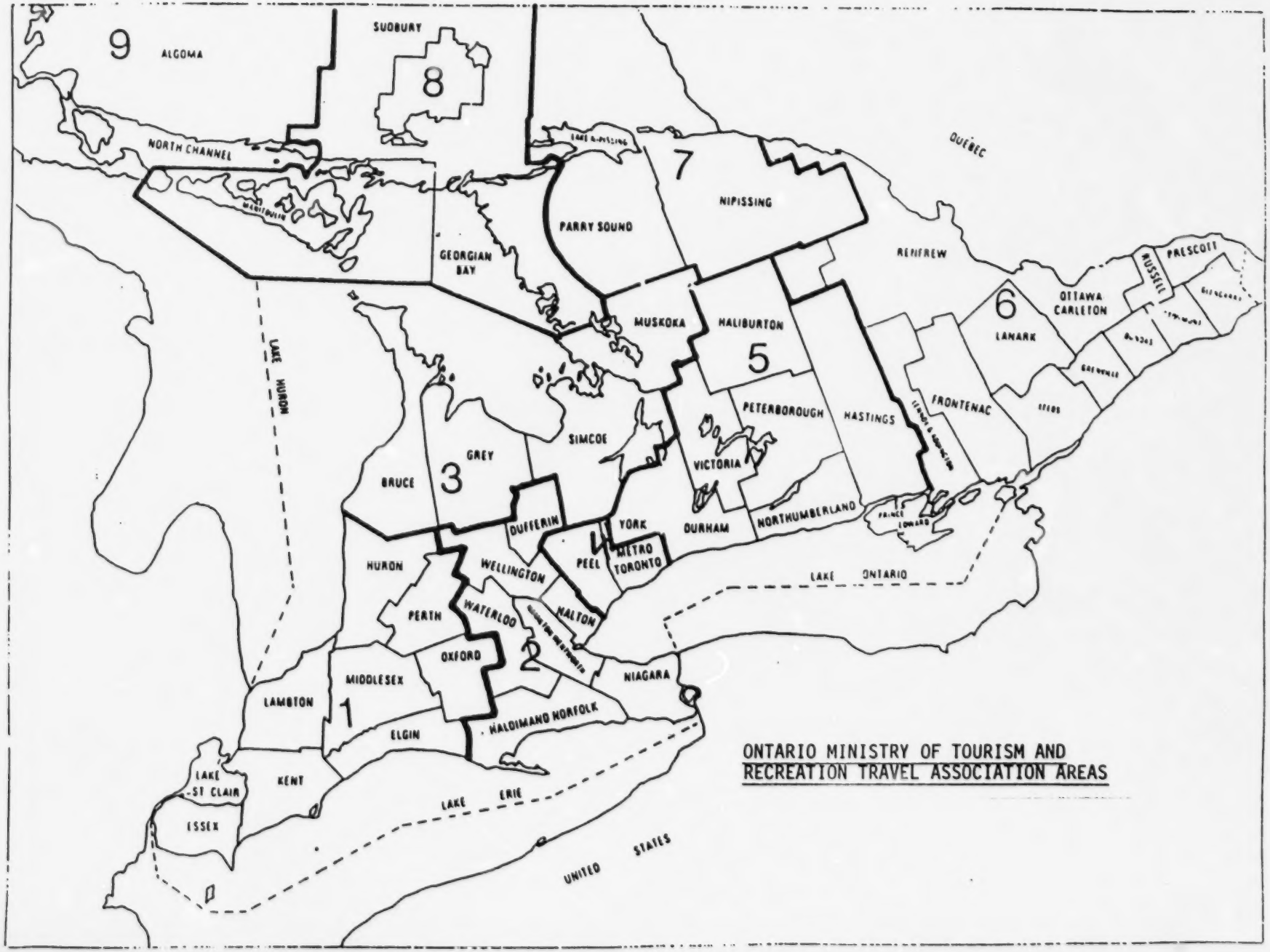
8. Outfitter/Outpost

Commercial establishments which cater to hunting and/or fishing in surrounding locations.

9. Marina/Unorganized Anchorage

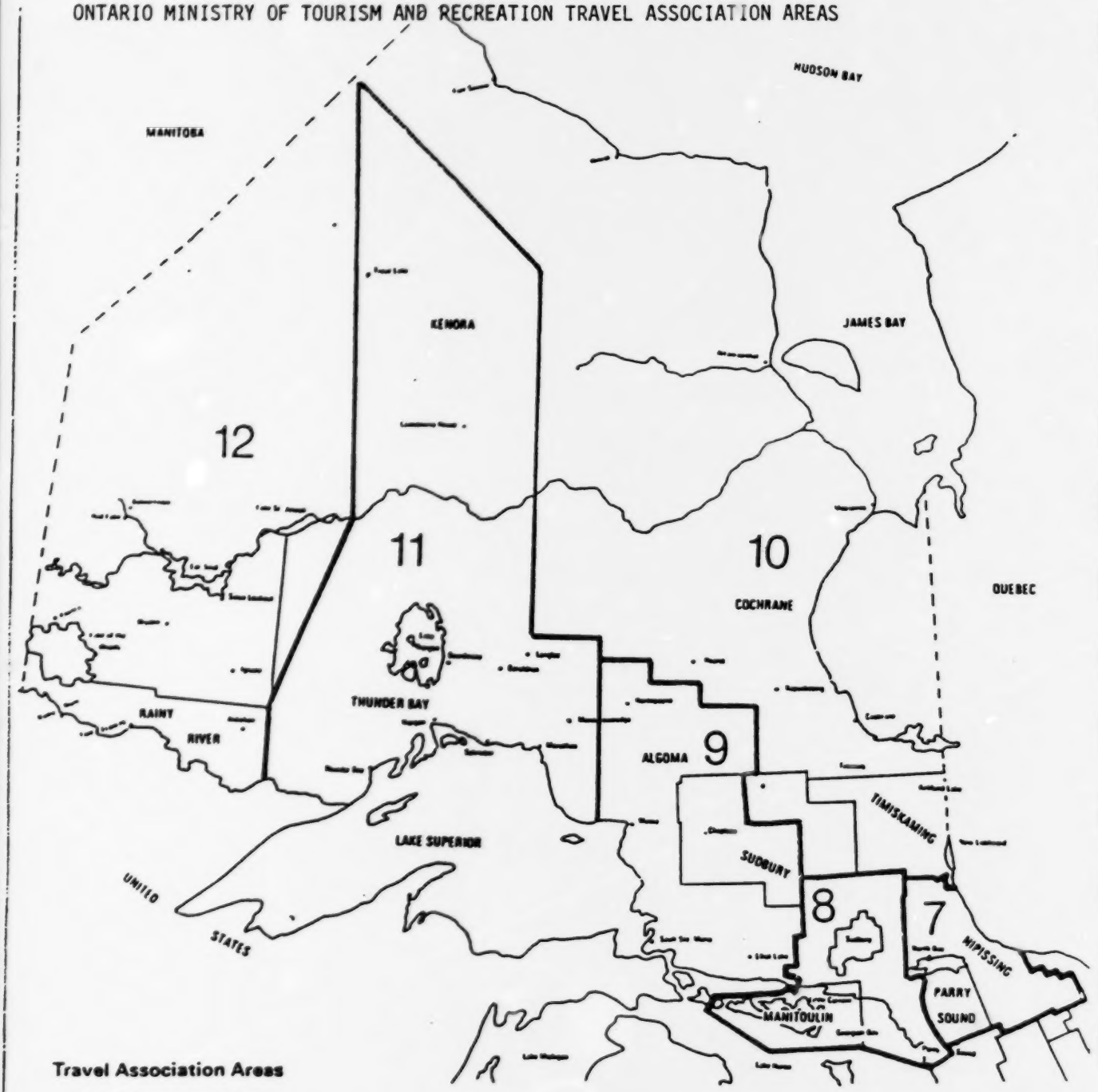
Mooring or docking facilities with or without related services.

APPENDIX IV
MAPS



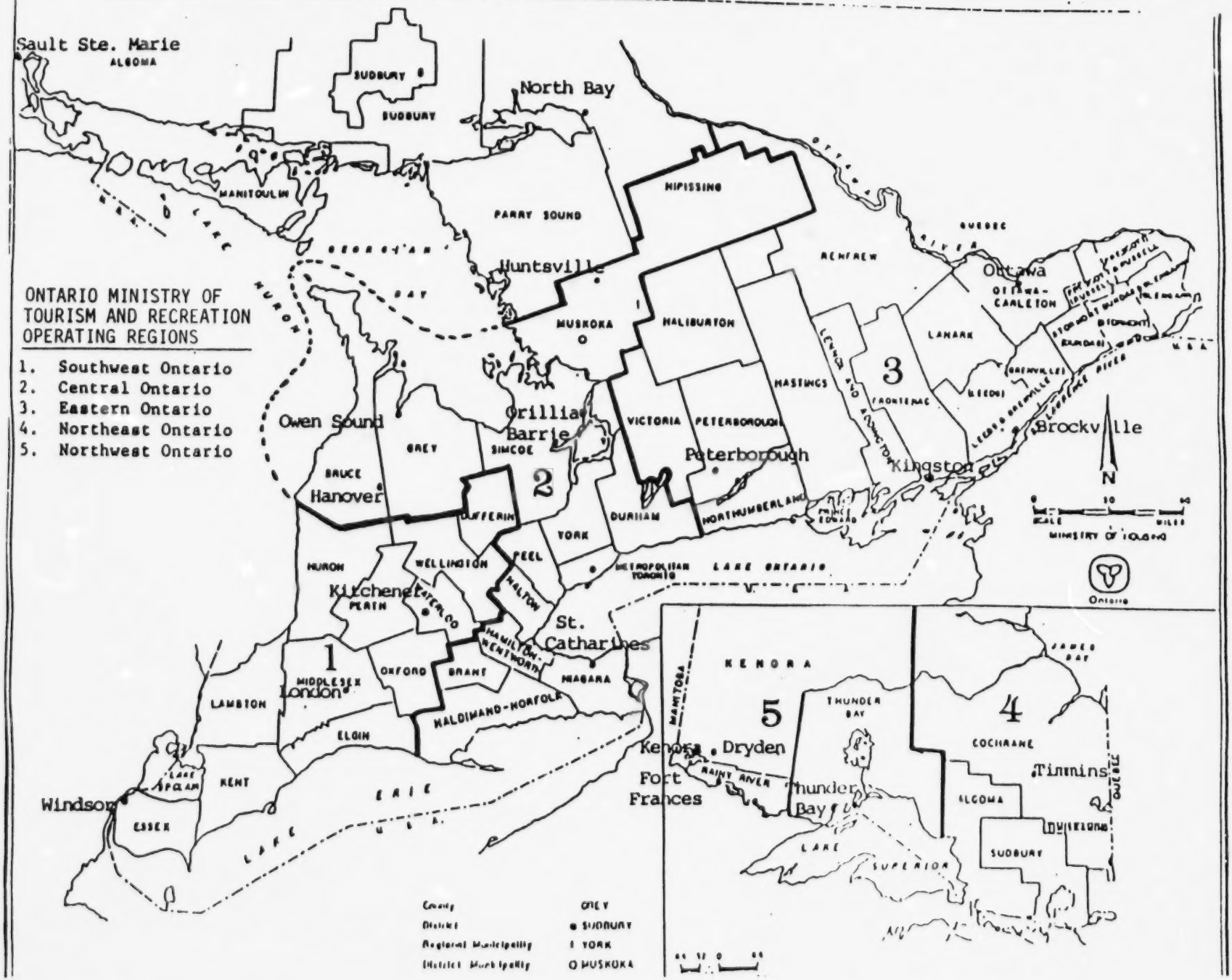
ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS



Travel Association Areas

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huronia Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. Northwest Ontario


ONTARIO MINISTRY OF TOURISM AND RECREATION OPERATING REGIONS
1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario
Sault Ste. Marie
ALGOMA
SUDBURY
North Bay
MANITOULIN
PARRY SOUND
NIPISSING
Huntsville
MUSKOKA
HALIBURTON
RENFREW
Ottawa
OTTAWA-CARLETON
LANARK
3
FRONTENAC
LENNOX AND ADDINGTON
HASTINGS
Brockville
Kingston
Peterborough
VICTORIA
PETERBOROUGH
Owen Sound
Orillia
Barrie
GREY
SIMCOE
BRUCE
Hanover
2
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
PRINCE EDWARD
HURON
WELLINGTON
PEEL
HALTON
METROPOLITAN TORONTO
LAKE ONTARIO
Kitchener
PERTH
WATERLOO
HAMILTON-WENTWORTH
St. Catharines
1
MIDDLESEX
London
OXFORD
BRANT
NIAGARA
HALDIMAND-NORFOLK
LAMBTON
ELGIN
KENT
ESSEX
Windsor
LAKE ERIE
KENORA
5
THUNDER BAY
Kenora
Dryden
Fort Frances
Thunder Bay
4
COCHRANE
Timmins
ALGOMA
SUDBURY
LAKE SUPERIOR
N
Ontario
County
District
Regional Municipality
District Municipality
GREY
SUDBURY
YORK
MUSKOKA

APPENDIX V
SCREENERS, TALLY SHEETS, QUESTIONNAIRES

TRAVELDATA INTERNATIONAL

Study No. T1118-84
March 27, 1985

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
April	_____	July	_____
May	_____	August	_____
June	_____	September	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East	Every Day Visitor
Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria	Every 2nd Day Visitor
Fort Erie, Rainbow	Every 3rd Day Visitor
Port Lambton, Prescott	Every 4th Day Visitor
Windsor Tunnel, Whirlpool Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____	A
TOTAL VEHICLES TALLIED	- Q.2	_____	B
TOTAL VEHICLES TALLIED	- Q.3	_____	C
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____	D
TOTAL DAY VISITORS STOPPED	- Q.4	_____	E
TOTAL DAY VISITORS RECRUITED	- Q.4	_____	F

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

	Day		Day
January	_____	October	_____
February	_____	November	_____
March	_____	December	_____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE. DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE. DISCONTINUE INTERVIEW.

(X) No / Not sure → CONTINUE

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight → GO TO MAIN QUESTIONNAIRE.

Day Visitor → CIRCLE WHETHER OR NOT RECRUITED BELOW

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie Rainbow, Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	31.	Y	N	61.	Y	N
2.	Y	N	32.	Y	N	62.	Y	N
3.	Y	N	33.	Y	N	63.	Y	N
4.	Y	N	34.	Y	N	64.	Y	N
5.	Y	N	35.	Y	N	65.	Y	N
6.	Y	N	36.	Y	N	66.	Y	N
7.	Y	N	37.	Y	N	67.	Y	N
8.	Y	N	38.	Y	N	68.	Y	N
9.	Y	N	39.	Y	N	69.	Y	N
10.	Y	N	40.	Y	N	70.	Y	N
11.	Y	N	41.	Y	N	71.	Y	N
12.	Y	N	42.	Y	N	72.	Y	N
13.	Y	N	43.	Y	N	73.	Y	N
14.	Y	N	44.	Y	N	74.	Y	N
15.	Y	N	45.	Y	N	75.	Y	N
16.	Y	N	46.	Y	N	76.	Y	N
17.	Y	N	47.	Y	N	77.	Y	N
18.	Y	N	48.	Y	N	78.	Y	N
19.	Y	N	49.	Y	N	79.	Y	N
20.	Y	N	50.	Y	N	80.	Y	N
21.	Y	N	51.	Y	N	81.	Y	N
22.	Y	N	52.	Y	N	82.	Y	N
23.	Y	N	53.	Y	N	83.	Y	N
24.	Y	N	54.	Y	N	84.	Y	N
25.	Y	N	55.	Y	N	85.	Y	N
26.	Y	N	56.	Y	N	86.	Y	N
27.	Y	N	57.	Y	N	87.	Y	N
28.	Y	N	58.	Y	N	88.	Y	N
29.	Y	N	59.	Y	N	89.	Y	N
30.	Y	N	60.	Y	N	90.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____
TOTAL VEHICLES TALLIED	- Q.2	_____
TOTAL VEHICLES TALLIED	- Q.3	_____
TOTAL DAY VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS RECRUITED	- Q.4	_____

TRAVELDATA INTERNATIONAL

STUDY NO. T1118-84
August 16, 1985

SPECIAL FLAG PERSON SCREENER

FOR REFUSALS ONLY

USE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: Fort Frances

Time: From: _____

To: _____

Month: _____

Day: _____

(Be sure to start a new page for every hour)

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any - TALLY VEHICLE

NO ... GO TO Q.4

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES .... Overnight - TALLY VEHICLE

NO .... Day Visitor (and or local resident of International Falls Area) - TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)	RECORD EACH VEHICLE	TOTAL
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		

Commercial Vehicles		
Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

	RECORD EACH VEHICLE	TOTAL
Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.)		
Ontario plates		
Non-Ontario plates		
Unidentifiable plates		
Commercial Vehicles		
Trucks, vans		
Inter-city buses		
Local buses		
Taxis		
Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial]		

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

1985 ONTARIO EXIT SURVEY

Location _____

Date _____ _____
(Day) (Month)

Starting hour of interviews
(e.g. 9-9:59 am, 10-10:59 am)

_____ am / pm

Air Carrier: _____

Flight No.: _____

Highway Mode		Other Mode	
Car	01	Regular airline	10
Station wagon	02	Chartered airline	11
Truck	03	Regular bus	12
Truck camper	04	Chartered bus	13
Van	05	Train	14
Motor home	06	Passenger ferry	15
Tent trailer	07	Private boat	16
Travel trailer	08	Other	17
Motorcycles	09		

IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER X , CIRCLE → 1

1. First, where is your regular place of residence?

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 SKIP TO Q.4-b) 2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

HIGHWAY PROCEDURE	IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK: Who is the head of each of your households here either male or female? (ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be? _____ (MONTH) INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a)
AIRPORT PROCEDURE	(ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW)

4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

-b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____
Age 7 - 14? _____
Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1 Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5, RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN)

Passing through, no main destination 1

8-a) Where did you first enter Ontario on this trip?

_____ (SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

	Yes	No
The United States?	Y	N
Any other Canadian province?	Y	N

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [00 SKIP TO Q.12]

10. How many nights were spent in Ontario?

_____ nights

None--day trip [00 SKIP TO Q.12]

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

Nearest Town/City	Nights	Accommodation
TOTAL NIGHTS		

[BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.]

Code List
1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

	Main Purpose (Circle One Only)	Other Purposes
Visiting friends or relatives	1	1
Recreation/pleasure	2	2
Shopping	3	3
Personal business	4	4
Convention	5	5
Other business	6	6
NONE	7	

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity 01
2. Sightseeing/Touring 02
3. Personal business 03
4. Business/conventions 04

Went ...

5. Shopping 05
6. To a restaurant to eat 06
7. On boat/rail tours 07
8. To historical sites 08

Attended ...

9. Sporting events 09
10. Museums/galleries 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives 14
15. Other activities 15

14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

-b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

-c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

Transportation (air, train, bus, or ship)	(a) Prepaid Items	(b) Separately	(b) As Package Or Tour	(c) Amount for Each Bought Separately
Canadian carrier	1	1	2	_____
Other carrier	2	1	2	_____
Auto rental	3	1	2	_____
Accommodation	4	1	2	_____
Food	5	1	2	_____
Entertainment	6	1	2	_____
NONE	7 SKIP TO Q.15			

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

-d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

Amount
_____

Note Whether Amount is:
Canadian $ 1
American $ 2
Other: (SPECIFY)_____

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

	Amount Spend in Ontario	None
Air transportation		[ ]
Canadian carriers	_____	
Other carriers	_____	
Train, bus, ship		[ ]
Canadian carriers	_____	
Other carriers	_____	
Automobile expenses (gas, oil repairs, car rental, etc.)	_____	[ ]
Local transportation (taxi, bus, subway, etc)	_____	[ ]
Accommodation (excluding food)...	_____	[ ]
Food or beverage	_____	[ ]
Recreation or pleasure	_____	[ ]
All other purchases or spending .	_____	[ ]

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

(IF THIS LINE $300 OR MORE ASK:) Were there any individual items bought in that last amount which cost $300 or more? (SPECIFY ITEMS)

NONE [ ]

_____

_____

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

TOTAL _____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

Yes	Y
No	N
Don't Know	DK SKIP TO Q.17

-b) Please look at the pink card. Where was that advertising seen or heard? (PROBE) Anywhere else?

Brochure	1	T.V.	6
Magazine advertisement	2	Billboard	7
Newspaper advertisement	3	Travel agency	8
Booklet/supplement in newspaper	4	Ontario Travel Centre	9
Radio	5	Other (SPECIFY)	
		_____	
		Don't know	DK

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

		To A Large Degree	To A Small Degree	Not At All
o	Prompt you to find out more about Ontario?	1	2	3
o	Influence your decision to travel to Ontario?	1	2	3
o	Help you decide which places or attractions to visit?	1	2	3

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes [Y] No [N]

-b) In what year was that last visit?

1986	1	1981	6
1985	2	1980	7
1984	3	1979	8
1983	4	1978 or earlier	9
1982	5		

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

		All Adults Age 15+					
		Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest
Sex							
A	Male	1	1	1	1	1	1
B	Female	2	2	2	2	2	2
Age							
C	15 to 19 years	1	1	1	1	1	1
D	20 to 24 years	2	2	2	2	2	2
E	25 to 34 years	3	3	3	3	3	3
F	35 to 44 years	4	4	4	4	4	4
G	45 to 54 years	5	5	5	5	5	5
H	55 to 64 years	6	6	6	6	6	6
I	65 years and over	7	7	7	7	7	7
	REFUSED	R	R	R	R	R	R
Highest Education Attained							
J	Elementary/public school	1	1	1	1	1	1
K	High school	2	2	2	2	2	2
L	Post-high school (non-university)	3	3	3	3	3	3
M	University	4	4	4	4	4	4
	REFUSED	R	R	R	R	R	R
	OTHER (SPECIFY)	_____	_____	_____	_____	_____	_____

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...1... AND ASK: What was his/her occupation before he/she retired?)

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

E	Less than $12,000	1
F	$12,000 to $17,999	2
G	$18,000 to $23,999	3
H	$24,000 to $29,999	4
I	$30,000 to $39,999	5
J	$40,000 to $49,999	6
K	$50,000 to $59,999	7
L	$60,000 or over	8
	DON'T KNOW	DK
	REFUSED	R

Note Whether Amount is:	
Canadian $	1
American $	2
Other:	
_____	
(AMOUNT)	
_____	
(CURRENCY)	

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

_____

_____

_____

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____

Address: _____ Town/City: _____

Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

_____ _____
(Interviewer's Name--Please Print) (Interviewer's Signature)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
September 18, 1985

FALL HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

Day

October _____

November _____

December _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE.

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

At	Recruit
Highway 17 West, Lansdowne, 417 East, 401 East	Every Day Visitor
Sault Ste. Marie, Queenston	Every 3rd Day Visitor
Sarnia	Every 4th Day Visitor
Windsor, Fort Erie, Rainbow Cornwall, Ottawa	Every 5th Day Visitor

Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No	Vehicle	Day Visitor Recruited Yes	No
1.	Y	N	21.	Y	N	41.	Y	N
2.	Y	N	22.	Y	N	42.	Y	N
3.	Y	N	23.	Y	N	43.	Y	N
4.	Y	N	24.	Y	N	44.	Y	N
5.	Y	N	25.	Y	N	45.	Y	N
6.	Y	N	26.	Y	N	46.	Y	N
7.	Y	N	27.	Y	N	47.	Y	N
8.	Y	N	28.	Y	N	48.	Y	N
9.	Y	N	29.	Y	N	49.	Y	N
10.	Y	N	30.	Y	N	50.	Y	N
11.	Y	N	31.	Y	N	51.	Y	N
12.	Y	N	32.	Y	N	52.	Y	N
13.	Y	N	33.	Y	N	53.	Y	N
14.	Y	N	34.	Y	N	54.	Y	N
15.	Y	N	35.	Y	N	55.	Y	N
16.	Y	N	36.	Y	N	56.	Y	N
17.	Y	N	37.	Y	N	57.	Y	N
18.	Y	N	38.	Y	N	58.	Y	N
19.	Y	N	39.	Y	N	59.	Y	N
20.	Y	N	40.	Y	N	60.	Y	N

STINT SUMMARY

TOTAL VEHICLES TALLIED	- Q.1	_____
TOTAL VEHICLES TALLIED	- Q.2	_____
TOTAL VEHICLES TALLIED	- Q.3	_____
TOTAL OVERNIGHT VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS STOPPED	- Q.4	_____
TOTAL DAY VISITORS RECRUITED	- Q.4	_____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____
Carrier: _____
Flight No.: _____
Expected Departure Time: _____ am pm

• Flight No. originates from this airport?
Yes Y No N

• First stop out of province?
Yes Y No N

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?

Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?

Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?

Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?

Yes → SKIP TO Q.7 No → CONTINUE

5-a) Did you come in today on another flight?

Yes → CONTINUE No → SKIP TO Q.6

-b) Have you left the airport at all between flights?

Yes → SKIP TO Q.6 No → CONTINUE

-c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?

Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?

Yes Y
(X) No / Not sure → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

TRAVELDATA INTERNATIONAL

T1118-84
December 10, 1984

AIRPORT

INTERVIEWER ALLOCATION

ONTARIO EXIT SURVEY

Location No.: _____

Date: _____

Time: _____

LIST ALL FLIGHTS CURRENTLY SCHEDULED FOR DEPARTURE DURING STINT THAT NAME AN OUT OF PROVINCE STOP.

Company	Carrier No.	Departure Time	Departure Location	Interviewer Assigned

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN SCREENER

1985 ONTARIO EXIT SURVEY

COMPLETE ONE PER INTERVIEWER PER TRAIN

Train Station/ City of Departure: _____	Date: _____
Next Destination: _____	Scheduled Departure Time: _____ am pm
	Actual Departure Time (if different): _____ am pm

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

   Yes ⟶ CONTINUE No ⟶ END & ERASE

2. Are you currently a resident of Ontario?

   Yes ⟶ SKIP TO Q.4 No ⟶ CONTINUE

3. Will you be coming back to Ontario again before you go home?

   Yes No / Not sure ⟶ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

   Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):

   _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

TRAIN

RECORD SHEET

ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

A. Train Station: _____

B. Date: _____

C. Scheduled Departure Time: _____

D. Actual Departure Time (if different): _____

E. Train No.: _____

F. Origin of Service: _____

G. Next Destination: _____

H. No. of Passengers on Carrier From Q.3 on Train Screener: _____

I. No. of Passengers on Carrier From Q.4 on Train Screener: _____

J. No. of Passengers on Carrier From Q.5 on Train Screener: _____

K. No. of Questionnaires Distributed (No. of households at Q.3): _____

L. No. of Completed Questionnaires Collected: _____

M. No. of Passengers Outbound From Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

1985 ONTARIO EXIT SURVEY

Train

We want to serve you better!

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

Thank you for your help!

PLEASE PRINT

1. Where is your regular place of residence?

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [ ] IF YOU CHECK HERE YOU CAN SKIP TO Q.4. YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

3-a) How many different households are represented in this party?

_____ households
(NUMBER)

3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

OFFICE USE ONLY

Location of Questionnaire Distribution:

_____

Date: _____ am/pm _____ _____
(HOUR) (DAY) (MONTH)

Carrier/Service: _____ / _____ to _____
(CARRIER) (ORIGIN OF SERVICE) (DESTINATION OF SERVICE)

Scheduled bus 12
Chartered bus 13
Train 14

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [ ] Under 50 miles [ ]

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN) _____

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE ➡ [ ]

EVERYONE

8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

(HIGHWAY/TERMINAL/STATION/DEPOT/PORT) _____

➡ Check one:
[ ] Highway (private vehicle)
[ ] Highway (bus)
[ ] Airport
[ ] Train station
[ ] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

8-b) Before entering Ontario did you stop at all in or visit...

	Yes	No
...the United States?	[ ]	[ ]
...any other Canadian province?	[ ]	[ ]

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.'s 10 OR 11.

10. How many nights were spent in Ontario?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.11.

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS)

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

Code Number		
1.	FRIENDS/RELATIVES	[ ]
2.	HOTEL/MOTOR HOTEL	[ ]
3.	MOTEL	[ ]
4.	RESORT LODGE	[ ]
5.	COMMERCIAL COTTAGE/CABIN	[ ]
6.	PRIVATE COTTAGE	[ ]
7.	CAMPING/TRAILER	[ ]
8.	OUTFITTER/OUTPOST	[ ]
9.	MARINA/UNORGANIZED ANCHORAGE	[ ]

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

FOR ADDITIONAL STOPS NEAREST CITY/TOWN	NUMBER OF NIGHTS	TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b)

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

	(a) Main Purpose (Check One Only)	(b) Other Purposes	
Visiting friends or relatives	[ ]	[ ]	1
Recreation/pleasure	[ ]	[ ]	2
Shopping	[ ]	[ ]	3
Personal business	[ ]	[ ]	4
Convention	[ ]	[ ]	5
Other business	[ ]	[ ]	6
NO OTHER PURPOSES		[ ]	7

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.
If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

Engaged in ...
1. Outdoor/sporting activity ..... [ ]
2. Sightseeing/touring ..... [ ]
3. Personal business ..... [ ]
4. Business/conventions ..... [ ]

Went ...
5. Shopping ..... [ ]
6. To a restaurant to eat ..... [ ]
7. On boat/rail tours ..... [ ]
8. To historical sites ..... [ ]

Attended ...
9. Sporting events ..... [ ]
10. Museums/galleries ..... [ ]
11. Exhibitions/fairs/special events .. [ ]
12. Attractions/zoos/amusement parks .. [ ]
13. Live theater/dance/music concerts . [ ]

14. Visited with friends/relatives .... [ ]
15. Other activities ..... [ ]

14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO.
IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q.'s 14-b), -c) OR -d).

		(a)	(b)		(c)	
		Prepaid Items	As Package Or Tour	Separately	Amount for Each Bought Separately	Are these Amounts in: (CHECK ONE)
	Transportation (air, train, bus, or ship)					
1	• Canadian carrier/ company	[ ]	[ ]	[ ]	_____	Canadian $ [ ]
2	• Other carrier/ company	[ ]	[ ]	[ ]	_____	American $ [ ]
3	Auto rental	[ ]	[ ]	[ ]	_____	Other currency?
4	Accommodation	[ ]	[ ]	[ ]	_____	_____ (SPECIFY CURRENCY)
5	Food	[ ]	[ ]	[ ]	_____	
6	Entertainment	[ ]	[ ]	[ ]	_____	
7	NONE	[ ]	SKIP TO Q.15			

14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND LOOK--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

Total Amount ➡ _____

Is this amount in...
Canadian $ [ ]
American $ [ ]
Other Currency? ➡ _____ (SPECIFY CURRENCY)

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

	Amount Spent in Ontario ➡
Air transportation	
• Canadian carriers/companies ...	_____
• Other carriers/companies	_____
Train, bus, ship	
• Canadian carriers/companies ...	_____
• Other carriers/companies	_____
Automobile expenses (gas, oil repairs, car rental, etc.)	_____
Local transportation (taxi, bus, subway, etc)	_____
Accommodation (excluding food)...	_____
Food or beverage	_____
Recreation or pleasure	_____
All other purchases or spending ➡	_____

Are these Amounts in...
Canadian $ [ ]
American $ [ ]
Other Currency? ➡
_____ (SPECIFY CURRENCY)

15-b) (ANSWER ONLY IF THIS LINE IS $300 OR MORE:) Were there any individual items bought in this last amount which cost $300 or more? Please specify these items below.

NONE [ ]

_____

_____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No ➡ [ ] IF CHECK HERE, SKIP TO Q.17.
Don't Know ➡ [ ]

Yes [ ] ➡

16-b) Where was that advertising seen or heard? Check as many as apply.

1	Brochure	[ ]	6	T.V.	[ ]
2	Magazine advertisement	[ ]	7	Billboard	[ ]
3	Newspaper advertisement	[ ]	8	Travel agency	[ ]
4	Booklet/supplement in newspaper	[ ]	9	Ontario Travel Centre	[ ]
5	Radio	[ ]		Other (PLEASE SPECIFY)	

_____

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

	To A Large Degree	To A Small Degree	Not At All
• Prompt you to find out more about Ontario?	[ ]	[ ]	[ ]
• Influence your decision to travel to Ontario?	[ ]	[ ]	[ ]
• Help you decide which places or attractions to visit?	[ ] 1	[ ] 2	[ ] 3

EVERYONE:

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes [ ] No [ ] IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

1985	[ ]	2	1981	[ ]	6
1984	[ ]	3	1980	[ ]	7
1983	[ ]	4	1979	[ ]	8
1982	[ ]	5	1978 or earlier	[ ]	9

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

	All Adults Age 15+						
	Self	Others: Oldest	Next Oldest	Next Oldest	Next Oldest	Next Oldest	
Sex							
Male	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
Female	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Age							
15 to 19 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
20 to 24 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
25 to 34 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
35 to 44 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
45 to 54 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	5
55 to 64 years	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	6
65 years and over	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	7
Highest Education Attained							
Elementary/public school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	1
High school	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	2
Post-high school (non-university)	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	3
University	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	4
OTHER (PLEASE SPECIFY)	_____	_____	_____	_____	_____	_____	

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

IF RETIRED, CHECK HERE ... [ ] ... AND ANSWER: What was his/her occupation before he/she retired?

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

Less than $12,000	[ ]	1	Is this amount in...
$12,000 to $17,999	[ ]	2	Canadian $ [ ]
$18,000 to $23,999	[ ]	3	American $ [ ]
$24,000 to $29,999	[ ]	4	Other currency? [ ]
$30,000 to $39,999	[ ]	5	(If other please enter currency
$40,000 to $49,999	[ ]	6	and amount below)
$50,000 to $59,999	[ ]	7	_____ _____
$60,000 or over	[ ]	8	(CURRENCY) (AMOUNT)

21. In total, how many people contributed to that income in 1984?

1 [ ] 2 [ ] 3 [ ] 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

_____

_____

_____

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes [ ] No [ ]

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

APPENDIX VI
CONFIDENCE INTERVALS

Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is 4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 30 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

1) Look for the base (in person trips) on the summary table.

2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 (25,142 - 1,500) to 26,642 (25,142 + 1,500). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 (3,823 - 165) to 3,988 (3,823 + 165). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips.

To read Table B:

1) Look for the base (in person trips) on the summary table.

2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent (15.2% - 2.0%) to 17.2 percent (15.2% + 2.0%). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

	Proportion of Base: Person Trips ('000)											
Base: Person Trips ('000)	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	57	65	64	60	56	51	45	38	29	19	13	5
400	87	97	95	90	83	75	66	55	43	28	18	7
600	113	125	121	115	106	95	83	69	54	35	23	9
800	136	149	145	136	125	113	98	82	63	40	26	10
1,000	158	172	166	156	144	129	112	93	72	46	30	12
2,000	256	273	261	244	223	199	172	142	108	68	44	17
4,000	423	441	418	388	352	312	267	219	165	102	65	24
6,000	574	590	557	514	464	410	350	284	213	131	82	30
8,000	713	727	683	629	567	498*	424	344	256	156	98	35
10,000	845	856	803	737	662	581	493	399	296	180	111	40
12,000	970	977	915	838	752	658	558	450	333	201	124	44
14,000	1,088	1,091	1,020	933	836	731	618	497	368	221	136	48
16,000	1,200	1,200	1,120	1,023	916	800	676	543	400	240	147	52
18,000	1,304	1,301	1,213	1,107	990	864	729	586	430	258	158	55
20,000	1,400	1,394	1,299	1,185	1,059	924	779	625	459	274	167	58
25,000	1,500	1,500	1,400	1,279	1,145	1,000	845	679	500	300	184	65

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

Base: Person Trips ('000)	Observed Result in Percent											
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	5%	1%
200	28.5	32.5	32.0	30.0	28.0	25.5	22.5	19.0	14.5	9.5	6.5	2.5
400	21.8	24.3	23.8	22.5	20.8	18.8	16.5	13.8	10.8	7.0	4.5	1.8
600	18.8	20.8	20.2	19.2	17.7	15.8	13.8	11.5	9.0	5.8	3.8	1.5
800	17.0	18.6	18.1	17.0	15.6	14.1	12.3	10.3	7.9	5.0	3.3	1.3
1,000	15.8	17.2	16.6	15.6	14.4	12.9	11.2	9.3	7.2	4.6	3.0	1.2
2,000	12.8	13.7	13.1	12.2	11.2	10.0	8.6	7.1	5.4	3.4	2.2	0.9
4,000	10.6	11.0	10.5	9.7	8.8	7.8	6.7	5.5	4.1	2.6	1.6	0.6
6,000	9.6	9.8	9.3	8.6	7.7	6.8	5.8	4.7	3.6	2.2	1.4	0.5
8,000	8.9	9.1	8.5	7.9	7.1	6.3*	5.3	4.3	3.2	2.0	1.2	0.4
10,000	8.5	8.6	8.0	7.4	6.6	5.8	4.9	4.0	3.0	1.8	1.1	0.4
12,000	8.1	8.1	7.6	7.0	6.3	5.5	4.7	3.8	2.8	1.7	1.0	0.4
14,000	7.8	7.8	7.3	6.7	6.0	5.2	4.4	3.6	2.6	1.6	1.0	0.3
16,000	7.5	7.5	7.0	6.4	5.7	5.0	4.2	3.4	2.5	1.5	0.9	0.3
18,000	7.2	7.2	6.7	6.2	5.5	4.8	4.1	3.3	2.4	1.4	0.9	0.3
20,000	7.0	7.0	6.5	5.9	5.3	4.6	3.9	3.1	2.3	1.4	0.8	0.3
25,000	6.0	6.0	5.6	5.1	4.6	4.0	3.4	2.7	2.0	1.2	0.7	0.3

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%).